



# Sidekick and PDQ Corrugate Displays

The client did not have the timeframe needed to produce the displays overseas; therefore, they turned to Richardson for competitive pricing, quick turn-around and assistance in working with the retailer buying team.

## Disney® Sidekick:

- 200#B White Board: flood coated 1 PMS inside with 4CP spot label on front/side panels.
- Lug-on logo graphic and standard shipper included.
- Hardware: (10) 3" DH Display Hooks + (2) WC-3 Power Wing Clips were supplied per unit.

## Hannah Montana® PDQ:

- Counter top display with flood coated riser inserts to hold 24 product tins.
- Corrugate with full 4CP litho label - includes die cut header and standard shipper.

## SuccessPOINTS:

Various rounds of prototypes - both blank and including graphics - were presented to the client and product was set to insure accurate fit.

- Our design department set/created graphics.
- Our staff set displays in WalMart Layout Center and presented to WalMart Jewelry Buyers for approval.
- We insured display guidelines for WalMart were adhered to.
- Cost savings were found by incorporating lug-on graphic and header into the actual display die.
- Materials were shipped KDF to client's fulfillment center for assembly and pack-out — we provided detailed assembly instructions to assist in client's fulfillment process.

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