

How a digitally printed corrugated display became a sales and distribution powerhouse.

THE CLIENT

Square D™ – A Schneider Electric company.

Square D™ is a provider and manufacturer of electrical power products such as automation, circuit protection, electrical distribution, machine and motor control, and power management systems.

THE CHALLENGE

Previously, Square D™ utilized metal carts provided by large retail storefronts. Though it was a fast off-shelf solution, a competing manufacture representative could remove the product from the store-owned cart and place it back on the shelf. Success could not be accurately measured when the promotion could be cut short. We were challenged to create an off shelf display to highlight new features in their product - Plug-On Neutral Load Centers with Qwik-Grip™. Having a destination type product that hasn't seen many changes over the years, it was difficult to market time and money saving improvements to the customer.

THE SOLUTION

The solution was the customer's first digitally printed corrugated display—a one-piece quarter pallet display with QR codes for specific stores and detailed art that clearly describes the product. This off shelf merchandiser was not only attention grabbing, it also provided real estate for photographs and descriptions that allowed customers to better understand the new product and increase awareness in the company's niche.

Our structural design team created a sturdy display to support the product, and the one-piece design had plenty of square footage available to be printed. The graphic designers at Square D™ decided to fill this space with step-by-step instructions to illustrate the major product changes as well as QR codes to test engagement at different locations – digital technology allows for this type of versioning without the extra cost of tooling.



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Tracy Phillip
Business
Development
Manager
Square D™



A CDP CASE STUDY

THE RESULTS

In year one of use, Square D™ was able to enter to 900+ stores in a two-week time frame. In year two, thanks to boosted sales from the previous year, Square D was able to increase to 2000+ stores. The promotional time periods saw incredible growth thanks to the eye-catching floor displays and digital graphics. "It was an investment on our behalf, similar to advertising, but it was a great way to convert contractors to our products by getting their attention while shopping the category," said Square D™ Business Development Manager, Tracy Phillips. "I never thought a destination type product [non-impulse buy] would sell so many more just by having them merchandised off-shelf. I'm now a believer that they really do make a difference."

WHY DIGITAL?

Choosing digital print over other solutions is a methodical process based on the goals and purpose of a display, as well as the art associated with it. What kind of audience are you trying to reach? How do you want to illustrate your brand? Do you want to get creative with your print? For this particular Square D™ display, the customer wanted to include in-use photos and full-size product illustrations as well as several different QR codes. Historically speaking, litho labeling would have been the go-to solution. However, due to the large size of the display, we would have had to use three spot labels. Not to mention, three different art versions – meaning three small quantity label runs – which would drive the price up. Thanks to digital print, we were able to seamlessly cover the entire display in one single pass as well as print the different QR codes back to back, without having to switch tooling. Digital print provides the flexibility to be creative with your art, and versioning capabilities to fit your packaging into specific niches – all while avoiding tooling costs for labels and printing plates.



Complete Design & Packaging has invested in the EFI™ Nozomi C18000 single-pass LED digital Inkjet printer to enable cost effective, high-quality, direct-to-board digital printing for customers. The Nozomi C18000 accommodates customer requests for versioned or variable jobs, last-minute edits, and changing buying decisions.

About Complete Design & Packaging

At CDP, we create a unique packaging experience by assuring your packaging or POP display protects your product, projects your quality and presents your brand. We design and manufacture every conceivable kind of custom corrugated packaging and displays in our cutting-edge facility in Concord, North Carolina. You get evolved structural designs and state-of-the-art printing coupled with high quality, competitive pricing, and timely delivery.



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