



HOW TO ▶ WIN ◀ IN RETAIL

ALL YEAR ROUND

Inspiring Display and POS materials
for every occasion





Sell more in retail

- we ensure your brand is seen in-store

Otherwise, your competitors may win consumers' attention while your brand remains on the shelf. Therefore, it is not only important to **stand out** when there are promotions, but also throughout the entire year, which fortunately offers plenty of **good opportunities to differentiate**.

At **DS Smith**, we are experts in developing sustainable, innovative and eye-catching promotional solutions with our **Display and POS materials**. This brochure aims to inspire you with solutions that meet every occasion, enabling you to **optimise your sales potential** all year round.



Retail facts

More than **46%** of Nordic shoppers look for products that have sustainable packaging

Source: Toluna Study

50% of global shoppers wait until they're in-store to decide which brand they'll buy

Source: Deloitte, TNS, OPAI France

50% of retailers rank in-store advertising as the best activity for ROI

Source: Deloitte, TNS, OPAI France

48% of Nordic consumers agree that sustainable packaging influences their choice of brand when shopping

Source: Toluna Study

Christmas, Black Friday and Easter are the **most important** retail events to Nordic shoppers

Source: Toluna Study

Over **80%** of consumers are actively looking for deals and offers when shopping in-store

Source: Google/Ipsos Global Study, POPAI, Inmar Intelligence

50% of retailers rank in-store advertising as the best activity for ROI

Source: Deloitte, TNS, OPAI France

27% of Nordic shoppers said a creative design/shape is the most attractive characteristic for displays

Source: Toluna Study

2 in 3 consumers have made a purchase they weren't originally planning on in response to in-store offers

Source: RetailMeNot, 2018

Endcap displays in an outer aisle deliver an average increase of **+32%** in sales for that item. (across all product categories)

Source: Oracle





SPRING

Spring is an ideal season for retailers to showcase their brands and latest product lines. As the weather warms up and people emerge from their winter hibernation, there is a renewed sense of energy and optimism in the air.



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Gardening Inspiration

- 360 degrees display
- Pallet cross



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Easter

- 3-part-portal
- 3-dimensional easter eggs



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Celebrations

- Greeting card displays
- Flower vases



Page 8

Mother and father's day

- 1/2 pallet display with stepping shelves



Gardening Inspiration

Everything starts to grow in the Spring. So do sales within the Home & Garden categories.

1



2



1

Pallet cross

Simple decoration for stacked goods on pallets

2

360 degree displays for plant and flower seeds

Showcasing a range of small products in an organised way.



Easter

Easter is one of the biggest sales periods in retail, especially when it comes to categories like chocolate and beverages.



2

1

1

3-part-portal

Simple but effective portal solution consisting of just three parts. Easy assembly that maximises use of space

2

3-dimensional easter eggs

Assembled with silk ribbon. Standing or hanging.



Celebrations

Spring is the time when we celebrate many young people. It is a good opportunity to sell gifts in retail.

CONGRATULATIONS
confirmands of 2025

1

1

Greeting card displays

Generic card displays. Reusable due to interchangeable headers.

2

Flower vases

Flower vases for flowers in bags or buckets (not water proof). Can be made in water resistant cardboard that has the same level of recyclability as regular corrugated cardboard.

2



Mother and Father's day

The days where we celebrate those we love the most are also good opportunities for selling gifts in retail.



1

**½ pallet display
with step
shelving**

By changing front and header sign- the display can be used for both mother and father's day.



Summer

Summer represents one of the most opportune times for retailers to drive brand awareness and sales. As the weather heats up and people spend more time outdoors, there is a carefree, relaxed mindset that puts consumers in the mood to shop and treat themselves.



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Graduation

- Scalable portal solution



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Outdoor

- Display for Umbrellas
- 1/1 pallet display



Page 13

Tour de France

- Large scale Arc De Triomphe portal
- Exhibition podium



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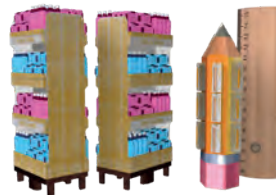
Ice Hockey

- Shop-in-shop environment

Page 14

Starting school

- Two faced OnePiece display
- Pencil dummy
- Ruler ellipse pop-up



Page 15

Festival season

- Communication wall with podium
- Telescopic dump bin
- Sun glasses display





Graduation

When students graduate, it is time to celebrate. This is a good opportunity for different categories, such as chocolate, drinks and flowers.



1

1

Scalable portal solution

The connecting upper section is flexible in length allowing the solution to be used in contexts with more or less space.



Outdoor

When the weather gets better, we head outside and enjoy the outdoors.

1

Display for Umbrellas

Helps balance the large products while maintaining a tidy look.

2

1/1 pallet display

Displays that showcase the assembled product while also providing shelf space for the boxed item.

1



2



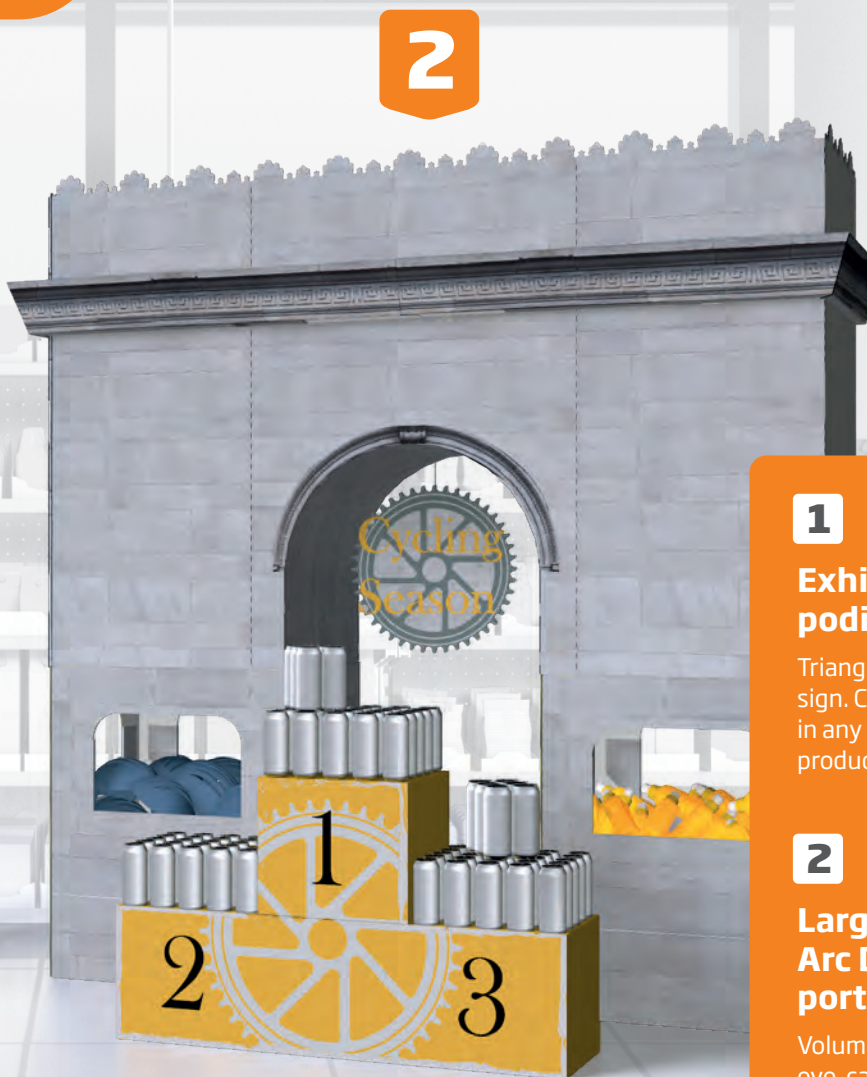


Tour de France

An annual and very popular event that attracts consumer interest and can help brand your products.



1



2

1

Exhibition podium

Triangular podium with sign. Can be designed in any size for various products.

2

Large scale Arc De Triomphe portal

Voluminous with great eye-catching effect. Legs of the arc contains a dump bin functionality.



Ice Hockey

1

Take advantage of the many major sporting events that take place every year. Maybe even those you don't know about.



1

Shop-in-shop environment

Large yet simple set-up for creating a themed space in a larger, open environment.



Starting school

When new pupils start school, the pencil case must be filled with everything they need.

2 Ruler ellipse pop-up

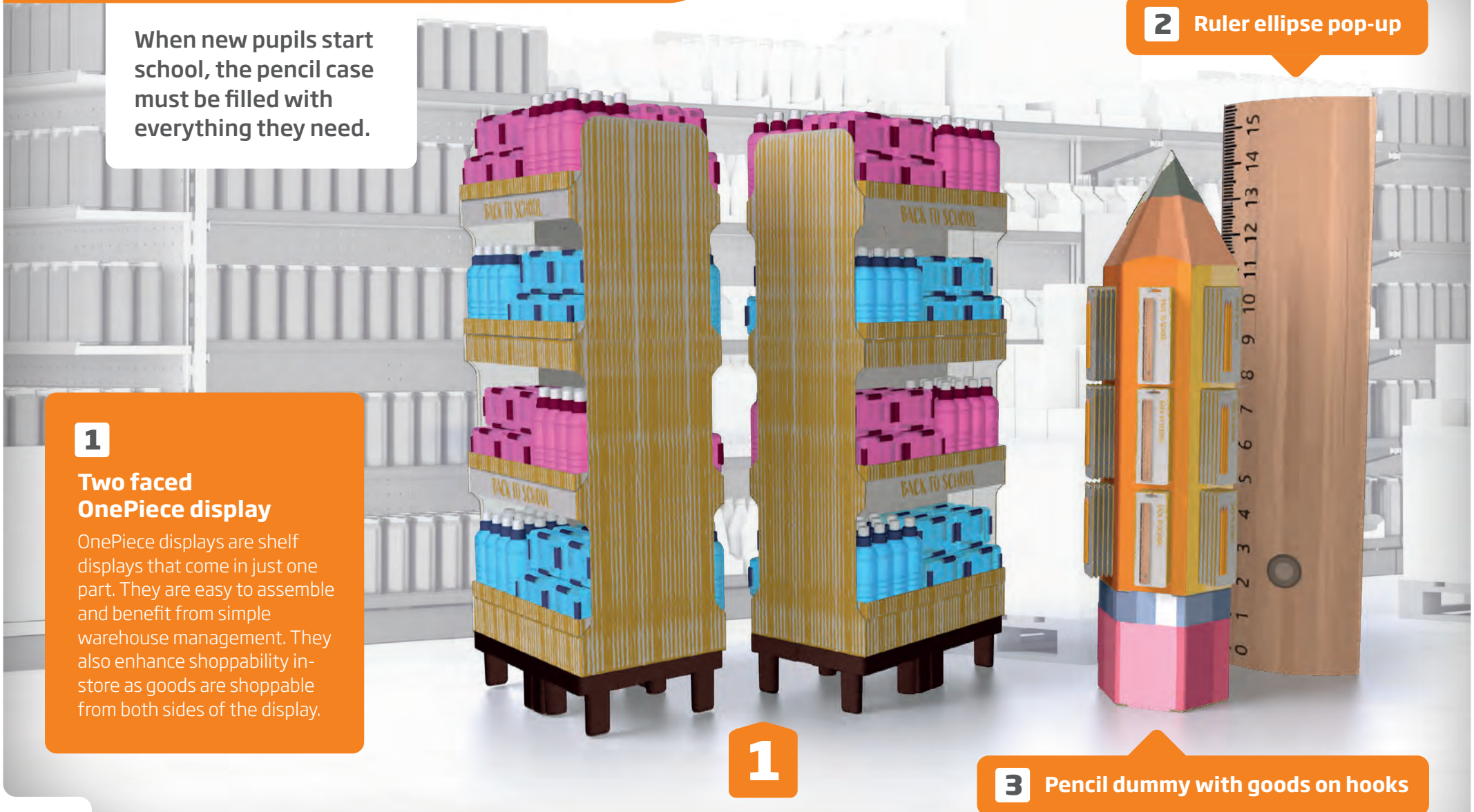
1

Two faced OnePiece display

OnePiece displays are shelf displays that come in just one part. They are easy to assemble and benefit from simple warehouse management. They also enhance shoppability in-store as goods are shoppable from both sides of the display.

1

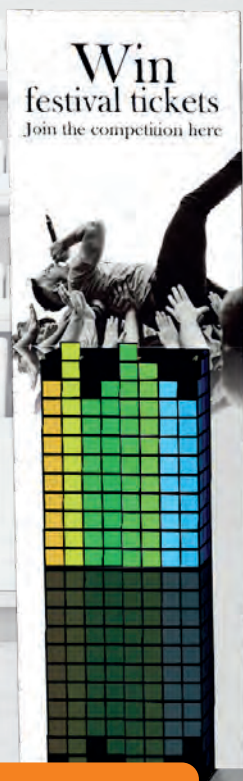
3 Pencil dummy with goods on hooks





Festival season

Summer is a time for festivals and other large outdoor events.



3 Communication wall with podium

1

Sun glasses display

The modular solution improves display flexibility, different combinations can be used to display more or less glasses with the same display.

2

Telescopic dump bin

Dump bin depth can be easily changed by moving the outer part up or down.

2



1





Autumn

Autumn ushers in a fresh start and renewed shopping energy after the lazy days of summer.



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Halloween



Page 18

Black Friday

- Hanging signs
- Simple shrouds
- Shelf frame
- Shelf tray





Halloween

This event has become one of the most popular in retail in just a few years.

1

Illustrated as a “walk-through-version” that maximises product exposure.

2

Simple but effective arc lifts the appearance of ordinary stacked product cases. The signage on the sides of the stacked product columns is emphasised by an arc added on top.





Black Friday



Black Friday continues to break sales records in retail and have become a must for many brands.

Hanging signs

Free rotation



Shelf frame

Grabs attention to a specific part of the shelf.



Shelf tray

Draws the eye to the lower shelves. With branding appearing as the products are shopped.



Simple shrouds

Simple shrouds can be added to pallets with stacked goods.





Winter

Winter represents one of the biggest sales opportunities of the year for retailers and brands. The holiday season, which include both Christmas and New Year's, sees a massive spike in consumer spending across virtually all product categories.

Page 20

Christmas

- 360 degree display
- 3-dimensional golden stars
- Christmas house



Page 21

New Year

- Hexagonal pop-up displays
- Dispenser floor display



Page 22

Healthy January

- Gravity feed tower display
- Angled trays



Page 23

Candy Fair

- One pallet unit
- Small display units



Page 24

Valentine's Day

- Floor display with mopping tray
- Desk units
- Stepping tray display





Christmas

The biggest sales period of the year, when it really matters to be seen by consumers.

1

360 degree christmas tree display

Robust and effective seasonal displays for a range of product types.

2

Christmas house

A cross structure to be used in between $\frac{1}{4}$ pallet displays lifting up the snowy christmas roof above the products.

3

3-dimensional golden stars

Hanging from the ceiling.





New Year

The calendar year ends with a bang of a party, where many products end up in the shopping cart.

1

Hexagonal pop-up displays

Robust displays that are designed for easy setting up in-store. Pops up in a few seconds with products visible to the shopper from all angles.

2

Dispenser floor display

Top section slots into base for transportation meaning the display is easily made sales ready in-store.



1



2



1





Healthy January

Another new trend in retail, where there is good opportunity to highlight especially healthy products.

1



2



1

Gravity feed tower display

Goods will feed from the tower and into the shopping tray.

2

Angled trays

Modular tray solution that angles the products towards the shopper. Can be used with flexible number of trays.



Candy Fair

A recurring event in retail, where sales are high, especially in confectionery.



1

2

1

One pallet unit can be used in an endcap position. Alternatively, two units placed back-to-back with a top piece creates an impactful 360 degree candy island.

2

More small display units connected with angled filler pieces creates a half rounded 1/1 pallet exhibition.



Valentine's Day

The perfect opportunity to sell gifts that you can give to the one you love.



1



2



3

1 Floor display with mopping tray

Protective trays for displays made in moisture-resistant cardboard that are recyclable along with the rest of the display.

2 Desk units

Small units for displaying exclusive products on desks and counters

3 Stepping tray display

Trays that step backwards enhance shopper visibility while still being strong enough to support heavier products.

OnePieces

Our selection of different smart displays, which can be used for all occasions and are also easy to assemble in the store.



Variant with
5 shelves

Variant with
slanted shelves

Variant
with built-
in sign

Variant that
can be folded
for easy
transport

Variant with
built-in back
support

Large display, e.g. in
half-pallet format

Sell more while saving time

Pop-up display that can be set up in just one move.



Pallet dumper with built-in bottom and no loose parts.



Pop-up base with built-in reinforcement that can be folded out in one move.



One-piece display that can be assembled in store or at the warehouse.



easyad

OUTDOOR MEDIA SYSTEM

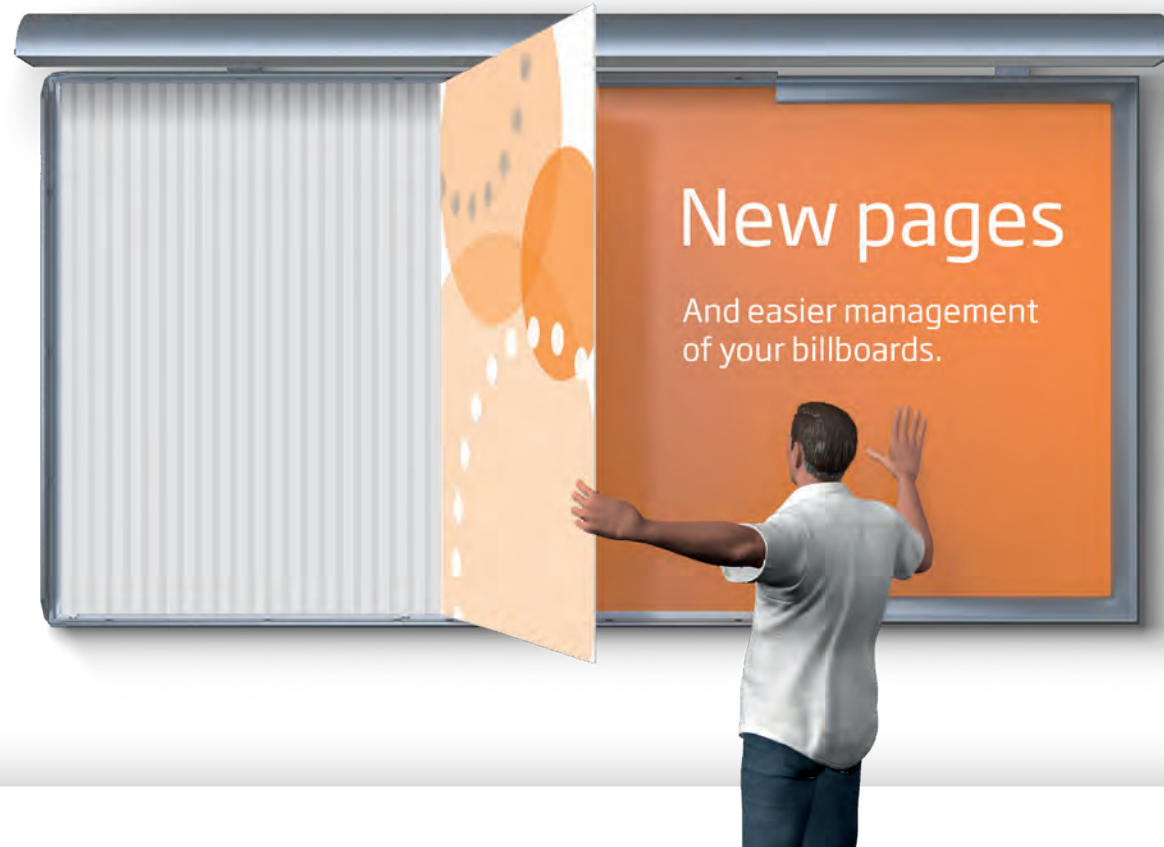
DS Smith gives you full service, including assembly of frames, printing of posters and continuous management

You know the importance of being seen.
At the right time, in the right place
- *with messages that trigger your sales.*

With Easyad, you have a smart and cost-effective solution. Reversible signs with simple installation make it easy to act quickly with new messages. High quality with digitally- or screen-printed, moisture-resistant posters in aluminum frames ensures long-term durability. The corrugated cardboard material is environmentally smart and easy to recycle.

Stand out!

Traditional billboards offer limited forms of expression. With Easyad, you can express yourself outside the box.



easyad

OUTDOOR MEDIA SYSTEM

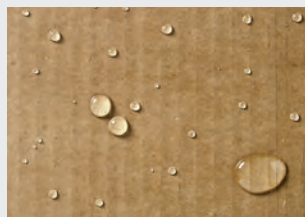
Anywhere you want

The sturdy aluminum frames can be installed both freestanding and on walls. Giving you the freedom to choose locations where you can best meet your customers.



Quick and secure

Our digitally or screen-printed, moisture-repelling posters keep their color and can withstand long-term exposure. The frames with snap function keep the signs in place, even in harsh climates.



Natural benefits

Easyad is mounted without glue, tape or other environmentally sensitive substances. The cardboard's fibers in most cases come from FSC-certified forests and can be recycled many times, before finally returning to nature.



DS Smith

Europe's leading manufacturer of corrugated board with all the resources for design, printing and installation. We help all the way - from planning to continuous maintenance.



Visit our homepage to hear more about DS Smith's values and how we can help you sell more in-store.

www.dssmith.com

