

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.





Page 4

Gardening Inspiration

- 360 degrees display
- Pallet cross



Page 5

Easter

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



Page 6

Celebrations

- Greeting card displays
- Flower vases



Page 7

Mother and father's day

- 1/2 pallet display with stepping shelves



Gardening Inspiration

SPRING

360 degree displays for plant and flower seeds

Showcasing a range of small products in an organised way.

Pallet cross

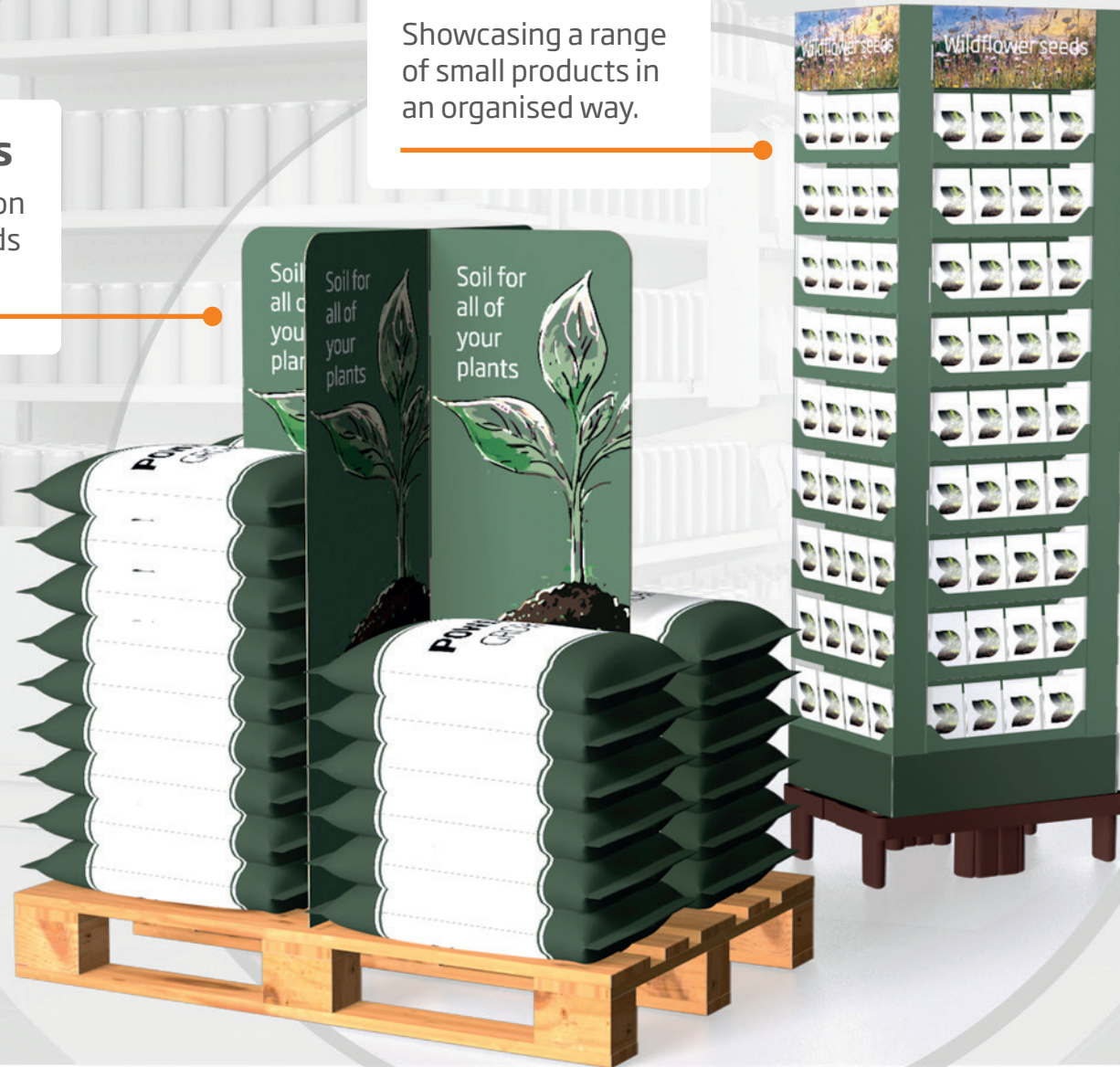
Simple decoration for stacked goods on pallets

i

48%

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

Source: Toluna Study





Easter

SPRING



3-dimensional easter eggs

Assembled with silk ribbon. Standing or hanging.

3-part-portal

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

i

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

Source: Toluna Study



Celebrations

SPRING

Greeting card displays

Generic card displays. Reusable due to interchangeable headers.

Flower vases

Flower vases for flowers in bags or buckets (not water proof).

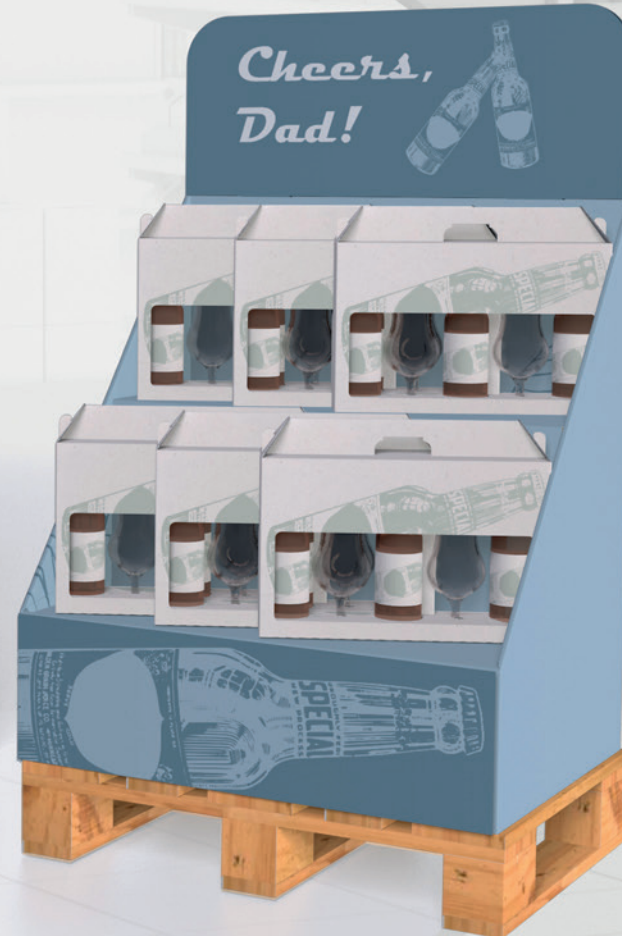
Can be made in water resistant cardboard that has the same level of recyclability as regular corrugated cardboard.





Mother and father's day

SPRING



1/2 pallet display with step shelving

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

i

50%

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

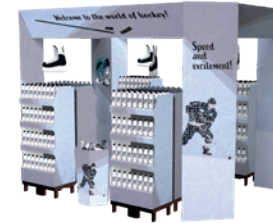
Source: Deloitte, TNS, POPAI France



Page 9

Graduation

- Scalable portal solution



Page 12

Ice Hockey

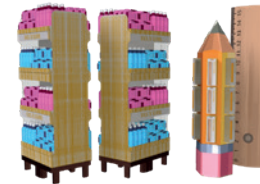
- Shop-in-shop environment



Page 10

Outdoor

- Display for Umbrellas
- 1/1 pallet display



Page 13

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



Page 11

Football

- Football goal portal
- 1/1 pallet dump bin
- Stacked cubes



Page 14

Olympic Games

- 3-dimensional Eiffel tower
- OneSheet shrouds
- Dump bins with middle-sign



Page 16

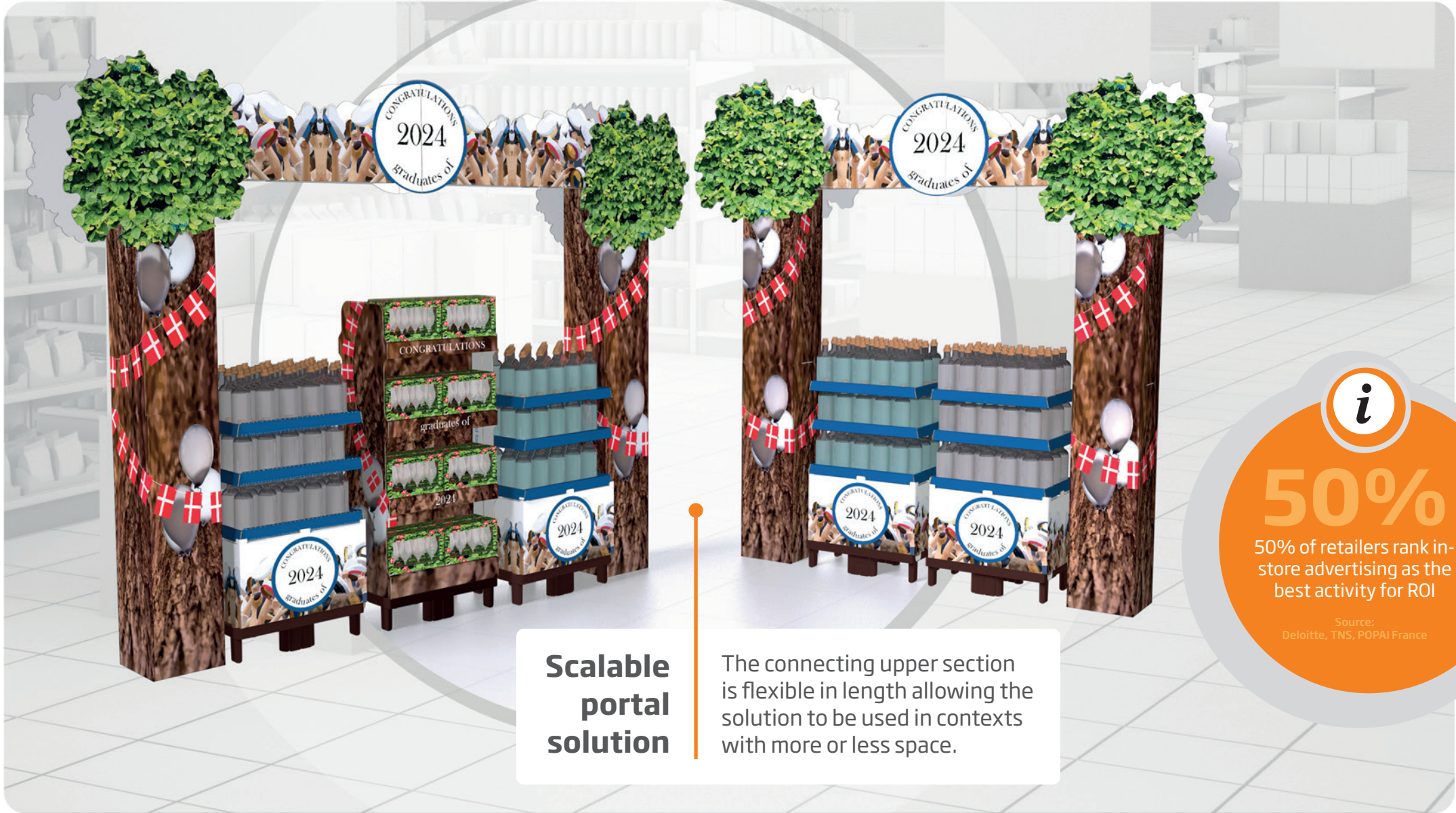
Tour de France

- Large scale Arc De Triomphe portal
- Exhibition podium



Graduation

SUMMER



Scalable portal solution

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



50%

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

Source: Deloitte, TNS, POPAI France



Outdoor

SUMMER

i

90%

Humans process visuals
60,000 times faster than text.
90% of data transmitted to
the brain is visual

Source:
University of Minnesota



Display for Umbrellas

Helps balance the large products while maintaining a tidy look.



1/1 pallet display

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



Football

SUMMER



i

46%

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

Source: Toluna Study

Football goal portal

Framing goods or creating a photo opportunity.

1/1 pallet dump bin

Robust cover for stacked pallets creating a large dump bin.

Football table

Customer engagement in-store.

Stacked cubes

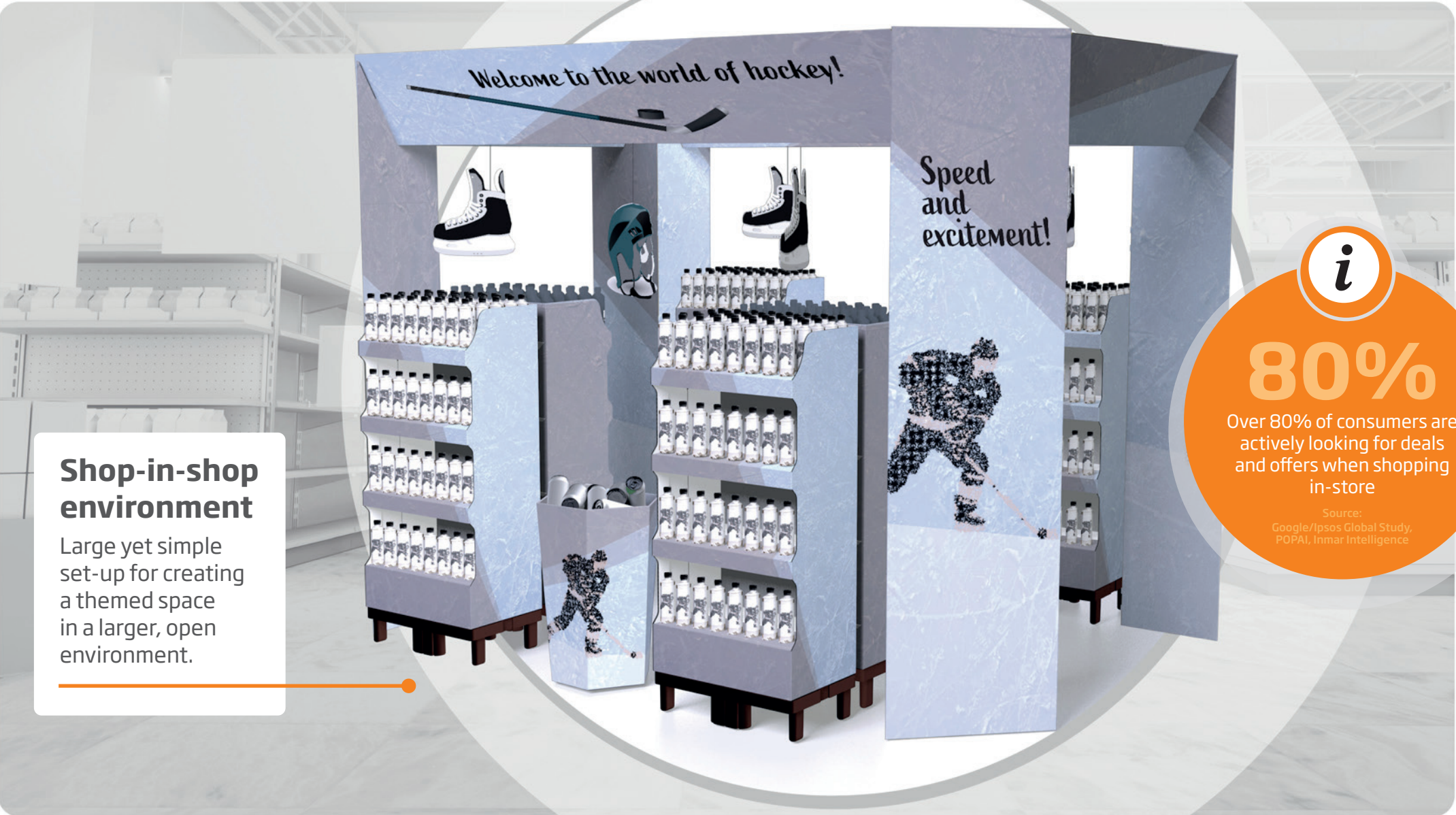
Stacked cubes give visibility of product samples.





Ice Hockey

SUMMER



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

i

80%

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

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



Starting school

SUMMER

Pencil dummy with goods on hooks

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.



Ruler ellipse pop-up



Olympic Games

SUMMER

3-dimensional Eiffel tower

The simple structure catches the eye.

OneSheet shrouds

Four sided shrouds produced from just one sheet. Minimising production waste and offering inside print behind products.

Dump bins with middle signage



i

2 in 3

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

Source: RetailMeNot, 2018



Festival season

SUMMER

Communication wall with podium



Sun glasses display

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



Telescopic dump bin

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





Tour de France

SUMMER



27%

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

Source: Toluna Study

Large scale Arc De Triomphe portal

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

Exhibition podium

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





Page 18

Halloween



Page 19

Black Friday

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



Halloween

AUTUMN



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.

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



Black Friday

AUTUMN



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



Page 21

Christmas

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



Page 22

New Year

- Hexagonal pop-up displays
- Dispenser floor display



Page 23

Healthy January

- Gravity feed tower display
- Angled trays



Page 24

Candy Fair

- One pallet unit
- Small display units



Page 25

Valentine's Day

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



Christmas

WINTER

3-dimensional golden stars
hanging from the ceiling

360 degree christmas tree display

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

Christmas house

A cross structure to be used in between ¼ pallet displays lifting up the snowy christmas roof above the products.



New Year

WINTER



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.

Dispenser floor display

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



Healthy January

WINTER

Angled trays

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

Gravity feed tower display

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

i

44%

44% of global consumers are purpose-driven and select brands based on how well they align with their personal beliefs

Source: IBM



Candy Fair

WINTER

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.

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

i

32%

Endcap displays in an outer aisle deliver an average increase of +32% in sales for that item.

(across all product categories)

Source: Oracle





Valentine's Day

WINTER

Desk units

Small units for displaying exclusive products on desks and counters

Floor display with mopping tray

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

i

Emotional responses

Emotional responses are 3000 times faster than rational consideration. They are 24 times more persuasive too.

Source: Adcock Solutions, Harvard Business Review, Zaltman, Gtnux



Stepping tray display

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



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

www.dssmith.com

