

## THE BACKGROUND

When we were asked to redesign a quarter pallet display for Speed Out Pro within a matter of days, we started by examining the unique needs of the product. We realized that the package was prone to falling forward, and that a regular display tray would cover the window view of the product. The finished display would also have to be compliant with Lowe’s display regulations. With this in mind, we set out to design the perfect quarter pallet display for Speed Out Pro.



## THE SOLUTION

The redesigned display keeps the product in place, is easy to shop, and provides an unobstructed view of the product. In lieu of shelves, we created a custom tiered shelf with dividers. We angled the shelves back to keep the product stable and upright. The redesigned shelf style significantly reduced both the assembly time and material waste, leading to lower costs.

## KEY INSIGHTS



faster assembly time

30%

cost reduction



clear view of product

## THE RESULT

Speed Out Pro was displayed in Lowe’s as a Black Friday deal on time, with a display perfectly suited to the product, and American Box received this glowing review.

“American Box Company has been great to work with! We recently got into a pinch with one of our retailers needing some displays in record speed and ABC made the impossible happen and got it done for us. They always go above and beyond to make sure our orders are done.”

- *Infomercials Inc.*

## EXPERIENCE THE DIFFERENCE

Contact us today to set up a free design consultation!



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