

Winning Instore | Second Placement tools

L Cardboard tube

The cardboard tube is an easy and cheap alternative. It is a slim design which fits in every store. It can be located anywhere near the paint aisle, or at other relevant places. It's pretty stable so can be re-filled and used as a (semi-) permanent second placement.

The offered pre-deco products don't need to be in promotion themselves. This is not an up-selling tool but more focused about facilitating repurchases and reminding shoppers about their latent need for more universal filler products.



Information




Supplier

Packing Division DS Smith Packaging Deutschland Stiftung & Co. KG, Bellingerstrasse 7-9, 36043 Fulda, Germany
Contact: Guido Wollscheid, Betriebswirt IHK, Account Manager, +49 172 650 9015, guido.wollscheid@dssmith.com

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|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Price (approximately) per unit | €31 / item (depending on order size) All cutting tools available, including. Excluding print plates. |
| Lead time | It comes folded and has to be set up in store by the store staff or the sales reps. You will need a 1/4 Chep palette as basis. It can hold up to 144 tubes. |
| Outer dimension shipping package | 950 x 690 x 60 mm |
| Outer dimension unboxed and assembled | 600 x 400 x 1,500 inclusive pallet |
| Assembly guide | N.A. |
| Weight | 2,200 gr without pallet |
| Material | Corrugated cardboard |
| Minimum order quantity | 300 displays = €31.05 per display 500 displays = €23.63 per display 750 displays = €19.58 per display |

| Market | Branch | Period | Offer | Result |
|---------|--------|--------|-------|--------|
| Germany | N.A. | | | |

Objective

-  Make me care
-  Enjoy making your mark
-  Remind me I need it
-  Repeat by satisfaction