

Improving Costs and Branding

Damascus Bakery Dump Display

Problem:

- Customer was using wire or wooden rack at store costing over \$100 each.
- Result was inconsistent store placement, poor branding and damaged product due to product standing on end.

Solution:

- Mid-Atlantic Packaging offered a dump display that allowed product to be merchandised flat.
- Dump display offered stronger visual branding opportunities.

Results:

- The new design reduced costs by more than 85%
- Allowed customer to merchandise twice as many packages per display.
- Set up time is easier and provides for quick positioning at retail.

