

Extech Measures Sales Success through Custom Merchandising Displays



Project Summary

Extech Instruments manufactures and markets many high-end technical measurement devices for professional use. So many different types, that Marketing Manager Peter Harper needed a universal P-O-P display to fit all styles. By using one display, Peter hoped to keep a clamp on the merchandising budget.

Image 4 took a "systems" approach to developing the display program. We designed one universal acrylic display stand. Once the display was engineered to fit the product lines, we then designed a set of universal compressed foam inserts to fit the base of each instrument.

By fabricating only one acrylic display, and using inexpensive die-cut foam to customize the stand, production expense was in a low-cost expendable, rather than in the costly acrylic unit.

Working with Extech's in-house graphics staff, Image 4 developed and printed adhesive decals to customize the product display. A three-unit bulk display tray and custom shipping containers completed the project.

Creative design and cost control produced electrifying sales and savings for Extech!

Project Budget

\$12,900

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7 Perimeter Road / Manchester New Hampshire 03103

T: 800-735-1130 / F: 603-644-5810 / E: sales@image4.com / W: www.image4.com