

POINT OF PURCHASE DISPLAY REVIEW

Content: Tiltback Displays

RECENT SUCCESS

The Landaal Packaging POPTECH Tiltback display has been used in both small and large retail settings. They have showcased food products, electronics, toys, pet supplies, alcoholic beverages and more.

POPTECH Tiltbacks have been successfully utilized for everything from new product launch campaigns to mature product lines in which the client was looking to boost sales from a secondary location.



Standard tiltback unit

PRODUCT MERCHANDISERS ARE THE IDEAL WAY TO GRAB SHOPPER ATTENTION AND INCREASE IN-STORE SALES.

If the goal is to increase in-store sales, then the solution is displaying product in a secondary position. The patented POPTECH Tiltback display provides an excellent visual showcase for the product with a couple of unique advantages.

The first advantage is that they are manufactured with automatic assembly technology. This enables the base to assemble in seconds. In addition, the interior structure of the Tiltback ensures a more stable display when placed within the retail environment.

WHAT SIZES ARE AVAILABLE?

The most common sizes are 48” and 61”. They are able to hold 3 or 4 shelves and can accommodate a variety of products. We also specialize and excel in custom sizes that are designed specifically to the customer’s product offering.

Common Questions

Q: What graphic options are available with these displays?

A: As with many displays that are manufactured at Landaal Packaging, there are multiple print options, including digital, flexo, and litho. In every design, there are 3 main components to consider: the base, the shelves and the header. Many customers like to keep it simple. They choose one color for the base and shelves and then opt for a full color header. Other customers prefer a full, four color option for all components.

Q: How easy are the displays to assemble?

A: The POPTECH Tiltback is one of the easiest displays to assemble in the marketplace. The average, in-store assembly time is less than 30 seconds.

“The patented POPTECH displays are the easiest assembling displays in the business.”



Disney oversize header

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OPTIONS

The most alluring option for the POPTECH Tiltback floor display is the ability to change the size of the header. Due to the unique base design, an oversized header can be used that provides ample space for strong visual representation of the marketing message. (See image to the left.)

PLACEMENT OF THE DISPLAYS

The POPTECH Tiltback can be conveniently placed throughout the store. The footprint is smaller than a standard quarter pallet so it can easily be placed into smaller openings within the retailer.

WHY CHOOSE LANDAAL PACKAGING SYSTEMS?

The Landaal team has the knowledge and experience to help you sell more product. We are a full service packaging center, so we handle your project from design to delivery. We manufacture the displays and have the ability to pack out each merchandiser with product, then ship directly to each retailer.

Let Landaal Packaging help take your in-store sales to the next level with POPTECH Tiltback floor displays . Contact us today.