

Merchandising Maximized

Aearo

Challenge:

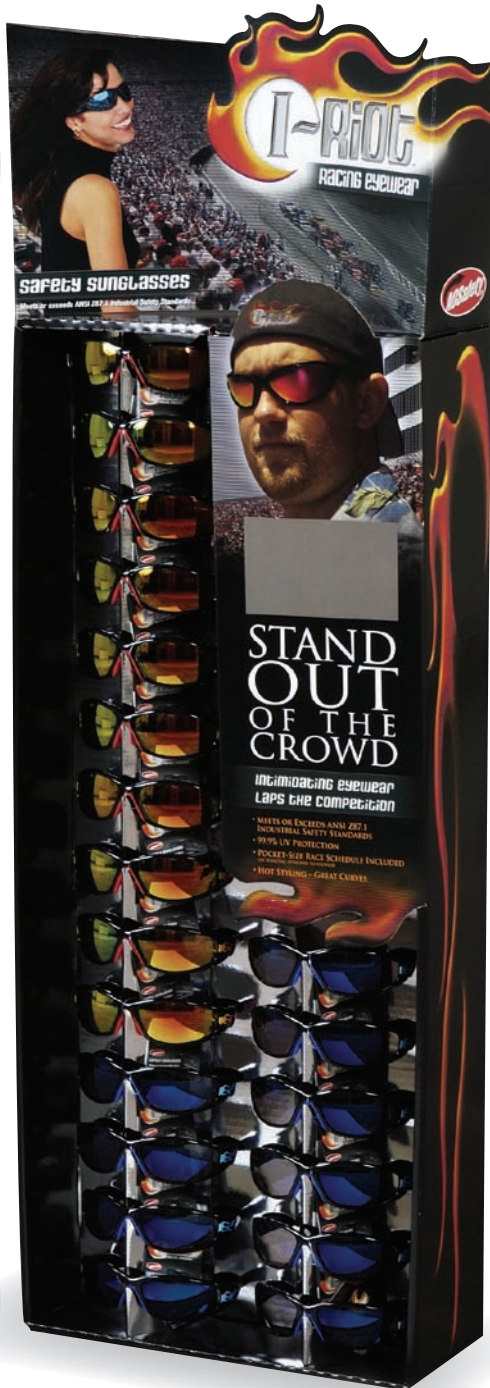
Aearo, a manufacturer of a wide variety of personal safety products, was having difficulty breaking into the consumer sunglasses market via mass merchandisers. They came to Temple-Inland Display and Packaging seeking a display to draw attention at big-box stores and have strong customer appeal, especially to auto racing fans.

Response:

- Curved header card breaks with traditional look; concave shape adds depth
- Silver foil label on display matches chrome look on sunglasses
- Graphic flames, die-cuts give high speed, racing motif
- Simple design adds to shopability

Results:

With this display, Aearo received very positive responses from the mass marketer and strong sales results. Their sales force has also been successful showing this display package to other prospective customers as a business builder.



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