

# Merchandising Maximized

## Clorox

### Challenge:

Following the success of the club store packaging for its Toilet Wand starter kits, Clorox needed a cost-effective solution for their 30-count refill boxes.

The majority of products sold in club store warehouse environments are placed in racks; therefore, the product needs to be visible and easily accessible to the consumer, with shopable sides. Minimal preparation is important – the pallet should be shopable and require little assembly or unpacking for retail. The pallet design must also be strong enough to handle the weight of units being stacked on top of it.

### Response:

- 4-side shopability aids in-store placement
- No overhang or underhang on pallet minimizes distribution damage
- E-flute carton includes:
  - Auto-erect bottom to speed packing
  - Tab lock on top for easy access and reuse
  - Added compression strength to handle cross-docking and stacking
- Low-depth layer tray assists in assembly operation, provides unit stability and product protection as well as unobstructed view of the five cartons inside
- Package converted from original starter kit SKU to 30-count refill SKU

### Results:

Clorox responded with a large reorder of the units; mass merchandisers responded with significant orders of the new product.

## TempleInland

317.390.3300 | [www.templeinland.com](http://www.templeinland.com)

[DisplayandPackaging@templeinland.com](mailto:DisplayandPackaging@templeinland.com)

