

Merchandising Maximized

Maxfli

Challenge:

Maxfli needed a display to demonstrate the features and benefits of its new belt golf bag. The display needed to be easy to set up and had to maintain its integrity throughout the life of an important holiday season promotion.

Response:

- Setup took less than 5 minutes, including placement of golf bag
- Lifelike litho graphics provided retail impact and authenticity to the display
- Brochure dispenser was incorporated into the design to further educate the customer about bag benefits
- Chip board construction provided added strength

Results:

The high-quality litho graphics and easy setup helped secure primary retail placement for Maxfli during the holiday shopping season. The belt bag promotion turned out to be one of Maxfli's most successful marketing campaigns.



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