

Think **inside** the box.™



InSite allows us and our customer partners to creatively think **inside** the box – investigating every point where our containers impact their processes to uncover greater efficiencies and tangible cost savings. From our customers' receiving docks to shipping and throughout the supply chain, InSite takes an innovative look at ways to make us both better. *Because we think inside the box, everyone wins!*

Customer need:

A retail display that allowed hands-on contact with the product and provided detailed information.

InSite Response Team:

Temple-Inland Display and Packaging

Thinking inside the box:

Our customer, an automotive aftermarket products manufacturer, needed an attention-getting, compact display that would allow consumers to handle the product (a replacement rear-view mirror) and view at a glance key product features. The display also needed to hold product brochures that highlighted the manufacturer's entire line.

The Display and Packaging Group responded with a display that allowed the mirror to be rotated by hand up to 90 degrees. High-end graphics on the front and sides of the display attracted attention and provided valuable, purchase-driving information. A built-in brochure holder placed additional educational materials within easy reach.

Thanks to our understanding of the product and its potential

buyers, the new display exceeded our customer's expectations, providing cost-effectiveness and strong, visual appeal. Because the display was a countertop unit, it received high marks from retailers for saving shelf and floor space.

Result:

Temple-Inland Display and Packaging responded to customer needs with an interactive display that gave consumers a chance to adjust an actual mirror, learn more about it through attention-grabbing display graphics and take a product brochure with them from the built-in literature holder. In addition to strong praise from our customer and their retailers, the display received a Gold award from *P.O.P. Times* and an OMA Bronze award.

Temple-Inland