

A Whole Different Kind of **SCREEN TIME...**



CHALLENGE

To launch a new window and door screen mesh product that is packaged in 3' to 4' wide rolls and difficult for consumers to see what each mesh type looks like without opening each package.

Need a display that helps consumers visualize up to 8 different types of screen mesh used in various applications and eliminate the need to open the packaging.

SOLUTION

Our design team, in collaboration with M-D, researched various options to meet the challenge and determined the best solution was a 3-dimensional display.

Outdoor images printed on a styrene insert

Screen mesh patterns printed on an acrylic insert

Custom-designed extrusion that spaces the two inserts 1" apart, creating the depth effect that simulates the product application

RESULTS

"The results were beyond anything we had expected!" The pilot test program was a huge success. Sales improved and turns improved over control stores. In addition, the 3-D display resulted in a product mix shift toward higher dollar specialty products.



"We knew that our friends at S&S would come up with a creative solution and we were blown away with the final outcome!"

Reed Reutlinger, VP Marketing, M-D Building Products