

BISH CREATIVE

PRINGLES GRAB AND GO SNACK STRIP

The assignment was to create a Pringles multipurpose grab and go display that could work in any retail environment. The objective was to capture impulse buys with creative merchandising, the display would be visible on glass doors, gondolas, and all registers.
Made from a multi cavity injection molded tool, this piece was manufactured in a way where reruns and additional runs could happen in a short period of time. Extreme engineering went into the development of this piece, it needed to rest comfortably in a horizontal fashion so the consumer could easily remove the can from the display and replace if needed.
These displays were strategically placed around retail and convenience stores allowing retailers and business owners the opportunity to place them prominently throughout the store.
See more on Pringles Grab and Go Snack Strip on our Website.

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