

# 16 TOP TIPS

for a Successful  
Point of Purchase  
Campaign





*Inspire · Create · Deliver*



## **16 TOP TIPS** *for a Successful Point of Purchase Campaign*

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The following 16 Top Tips are what we consider to be the key points to think about and the most incisive questions to ask of your potential supplier to help you make fully qualified decisions, ensure a really successful POP/POS displays campaign, and hopefully keep stress levels low.

# 01

## PROJECT BRIEF

### Establish how your project brief will be received and responded to

#### TIMELY RESPONSE

You may want an idea of pricing from a supplier, or to establish compatibility for your project. It could be time sensitive or simple and easy. So, a timely, preliminary response is useful; your prospective supplier should respond for your benefit not theirs.

#### YOUR BRIEF

How your brief is received and dealt with may seem like a trivial matter but it can make a big difference. Suppliers visiting for every brief can incur unnecessary costs on your behalf, but taking all briefs by email or phone can mean missed information or instruction which can result in increased costs.

Ideally your potential supplier would take your brief in a way that is most appropriate for you, the product, the complexity and time frames, but always to suit your needs. If it's a loose brief sent via a website you may receive a call to clarify detail, or your brief may be 'worked up' as a basic structural design so that accurate costings can be prepared.



#### COMMUNICATION

Often your project can move quicker, and your costs kept to a minimum, by communicating on email or by 'phone, but there are times when meetings are necessary. Complex projects can mean meetings are the only way to ensure everyone understands the instructions. So ensure your provider is happy to meet and has the capacity to do so.

You should anticipate and expect a prompt response to your brief or enquiry.



**If in doubt ask more questions!**



# 02

## CRITICAL PATH

### The importance of your critical path/timeline

#### THE FIRST STEP

Your supplier's first step should be your Critical Path/Timeline (the control document for your project.) The most important date is your in-store date, when your promotion goes live - one date that can never fail to be met.

#### HOW IT WORKS

Your critical path works backwards from your in-store date, with milestones, key activities and dates logged to ensure a smooth and trouble free operation and to make sure your product is always in-store on time.

### CRITICAL PATH

In-Store	15.09.2019
Delivery to RDC's	13.09.2019
Commence co-packing	09.09.2019
Packaging availability	07.09.2019
Receive in-bound WIP Stock	04.09.2019
Manufacture Packaging	24.08.2019
Produce co-packing plan	20.08.2019
Artwork signed-off	14.08.2019
Purchase materials	09.08.2019
Receipt of P/O	08.08.2019
Artworking	07.08.2019
Retailer sign-off	06.08.2019
Cutter guides for artworking	04.08.2019
Quotes submitted	25.07.2019
Structural design submitted	23.07.2019
Initial brief	17.07.2019

#### CRITICAL PATH EXAMPLE

Here's an example of a Critical Path/Timeline. Any supplier you use would ideally work to something similar.

# 03

## CONCEPTUAL DESIGN

### Agree the receipt of conceptual design visuals early in the process

#### WHY YOU NEED VISUALS

When looking for ideas it's important to establish that your supplier has a good understanding of your objectives for your display packaging. So, agree that you will receive conceptual design visuals early in the process and that they aren't afraid to put forward fresh and innovative ideas, rather than simply give you what you ask for without considering what else could be done to get you a better result.

Your supplier will likely complete visuals as blank white examples, but if you have any artwork, give it to your supplier at this stage to enable them to produce them in colour, giving you a better understanding of what's being suggested.



# 04

## STRUCTURAL DESIGN

### Find out how the structural design of your packaging is handled

This is such a critical area that it's worth spending a little more time on. With the right supplier the structural design is where great improvements are often made. It's where your packaging becomes 'real'.

#### THE DESIGN TEAM

Your suppliers design team will undoubtedly use a CAD/CAM system and should be well versed in it. The experience and ability of the structural design team is critically important so find a supplier who has day-to-day display experience rather than 'dabbling' occasionally. Also, a team of designers, rather than an individual, will be able to collaborate to explore and innovate and arrive at the most appropriate and effective solution for you.

An individual has nobody to question their thinking but a team does. With that said, you don't want a team so large that your project is bound up in excessive processes and countless meetings.



### BUDGETS AND SOLUTIONS

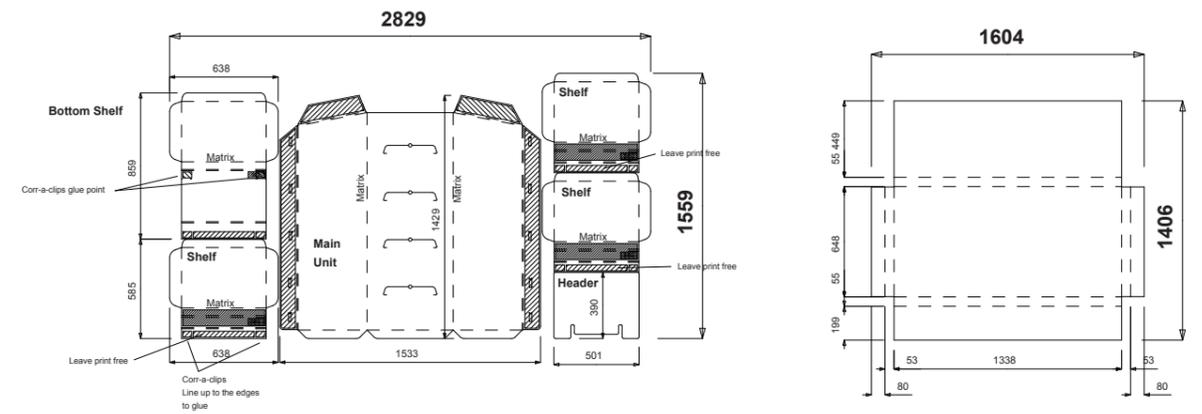
One thing often overlooked is a supplier's ability to design to a budget. The designers may be very innovative but if they can't design the most appropriate solution to your budget, they're no good to you.

The structural design team should physically cut out each element to check for fit and prove viability. The design should be tweaked and improved until your display is completed. Once the design team are happy that all angles have

been checked and are confident they've met your brief, a final sample should be produced for you to review and approve.

If it is innovation and fresh ideas you are looking for, find a supplier whose design team are known for giving a choice of solutions to cover different retailer requirements, thereby ensuring you have more flexibility when approaching the market place.

Below is an example of the type of cutter guide that your supplier's structural design team should produce in the early stages.



#### Version 1

Date Created	Date	Designer
Date Created	22-11-2018	DT
Date Sampled	23-11-2018	DT
Date Load Tested		
Date Transit Tested		

PROJECT No:	Date Created	Date Sampled	Designer	Comments/changes
104033	22/11/18	23-11-2018	DT	Change 103696-2 to a Corra-clip
CUSTOMER: Symingtons	Drq Ver 1			
RERERENCE: Iceland Mugshot Flat P	Drq Ver 2			
STYLE: Corra-clip unit FSDU	Drq Ver 3			
	Drq Ver 4			

WIDTH	DEPTH	HEIGHT	SHELF GAP
0	0	0	0

ORDERED:	Sample Approved:
No	No

Legend
--- = Crease
--- = Cut
--- = Dimension Lines
/// = Glue Area

FLUTE DIRECTION

# 05

## GRAPHIC DESIGN

### How to ensure your graphic design is in line with retailer guidelines

#### STRUCTURAL & GRAPHIC DESIGN

If your supplier is going to be completing both the structural and the graphic design elements of your project it is very likely that, unless the structural part is overly complex, both will be worked upon simultaneously. Working both at the same time can give better efficiencies and ensure that the fit is right early in the process.

Your brand agency is likely to be supplying images, colour specification and other brand developed aspects, so your suppliers graphic design team must be able to work with them and be able to expedite strict brand and retailer guidelines. This ensures each piece is completed according to the 'rules' and cohesion is achieved.

If a more complex structural design is being created, it makes sense to complete it first so that time is not wasted double handling.

If you are going to undertake your own graphic design you should ensure that cutter guides of the structural design are sent to you as soon as they are complete. It's worth noting that glue areas should be left varnish free and it might be appropriate to include target marks for the placement of SEL's and/or A4/A5 wallets.

Below is an example of an artwork with cutter guide.



# 06

## PRODUCT LOADING

### When you should expect to receive your product loading plans and instructions



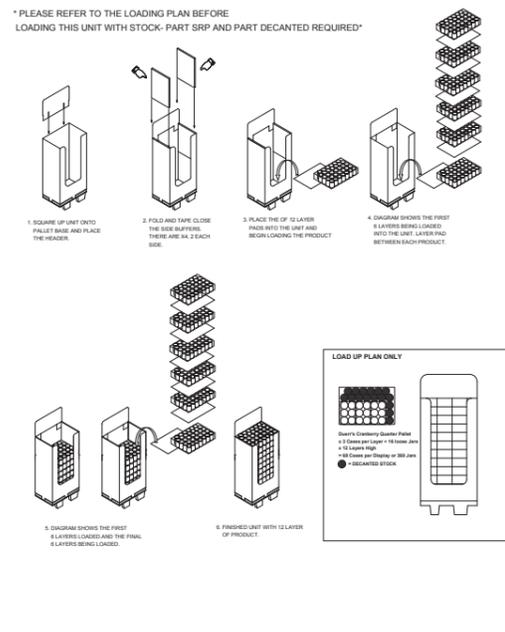
#### PRODUCT LOADING

Your supplier should provide detailed product loading instructions early on to help confirm the financial viability of your project. The structural design team should provide you with relevant information to allow you to liaise with your customer and, where applicable, to establish new line forms and SKU's.

Plans and layouts ensure that product loading maximizes the design of your display. A display must be efficient to build, whether in-house or by an outsourced co-packing or merchandising team. That doesn't mean always getting as much product in as possible, the sell through rate and retailer guidelines must be considered. The structural design team need to have the experience to understand what's needed, why, and be able to advise as necessary.

The product loading stage of the design is critical and it's vital to get it right to ensure that your design performs in store and throughout the supply chain.

#### Product Loading Plan



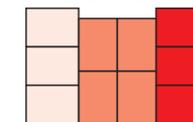
#### Product Layout

### Sharwoods 195g Chinese New Year Tesco 1/4 Pallet

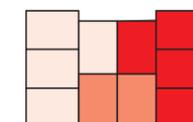
**Project No -** EP083177  
**Product Layout**  
10 trays per layer  
x 6 layers  
= 60 Trays per 1/4 pallet (see breakdown below)  
= 120 Trays per banded pair

**Packaging Details per 1/4 pallet**  
Product Weight = 131.76kg  
Srp weight (16 in total) = 0.9kg  
(Bottom 2 layers have stretch wrap left on)  
Display weight = 3.9kg  
Returnable Pallet Weight = 2.2kg  
Total Weight = 138.76kg

#### Plan View

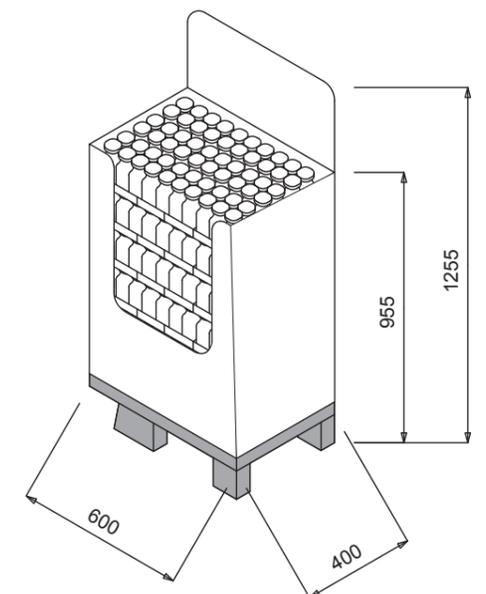


Top 4 Layers



Bottom 2 Layers

- Light orange square = Sharwoods Hoisin (56922131), 20 Cases of 6
- Orange square = Sharwoods Black Bean (56907455), 20 Cases of 6
- Red square = Sharwoods Swt & Sour (56922217), 20 Cases of 6



# 07

## TRANSIT TESTING

### Complete Transit Testing to Prove Product Viability

#### IN-DEPTH TESTING

Your supplier should be happy to complete exhaustive transit testing of your packaging to ensure that it's fit for purpose, whomever is co-packing. Designing and manufacturing an appealing display unit that can be filled/loaded, distributed to store, restocked in-store and still look as good as it did when it rolled off the production line is essential.

Ideally your supplier would offer a choice of tests, such as, load at Location A, transport and return for unloading to the same location, or maybe from Location A to your premises or to your retailers distribution centre?

#### PROOF OF TESTING

Ask your supplier to provide photographs that confirm your design is fit for purpose such as display prior to shipping, product being loaded, loaded vehicle, units being unloaded and the unit once unwrapped.

If you wish to undertake testing yourselves you should ask your supplier for sample units to enable you to complete this task.



Display prior to shipping



Unit once wrapped

# 08

## RETAILER APPROVAL

### When you should seek retailer approval and sign-off

#### THE IMPORTANCE OF GUIDELINES

If you have ever had the frustration and stress of having a display designed and the retailer reject it, you will know the importance of getting the retailer to approve and sign off on your design as early as possible.

Nobody knowingly ignores retailer guidelines but, whilst most suppliers are at least aware of the need for retailer approval and adherence to their guidelines, very few understand what they all mean in their entirety.



#### UNDERSTANDING RETAILER GUIDELINES

Unless you know them inside and out, choose a supplier who does. Better still, choose a supplier who understands retailer guidelines applied in different situations who will help you gain retailer sign off.

There will be times where your expectations may still be met, even if they are pushing the limits on a particular set of guidelines, but you'll really need a supplier who understands the nuances and how they're applied.

It's a good idea to choose a supplier who is experienced, has a great understanding of retailer guidelines and who can also demonstrate a history of consistently getting it right first time. If your supplier has a good relationship with retailers and is talking to them on a regular basis – all the better.

# 09

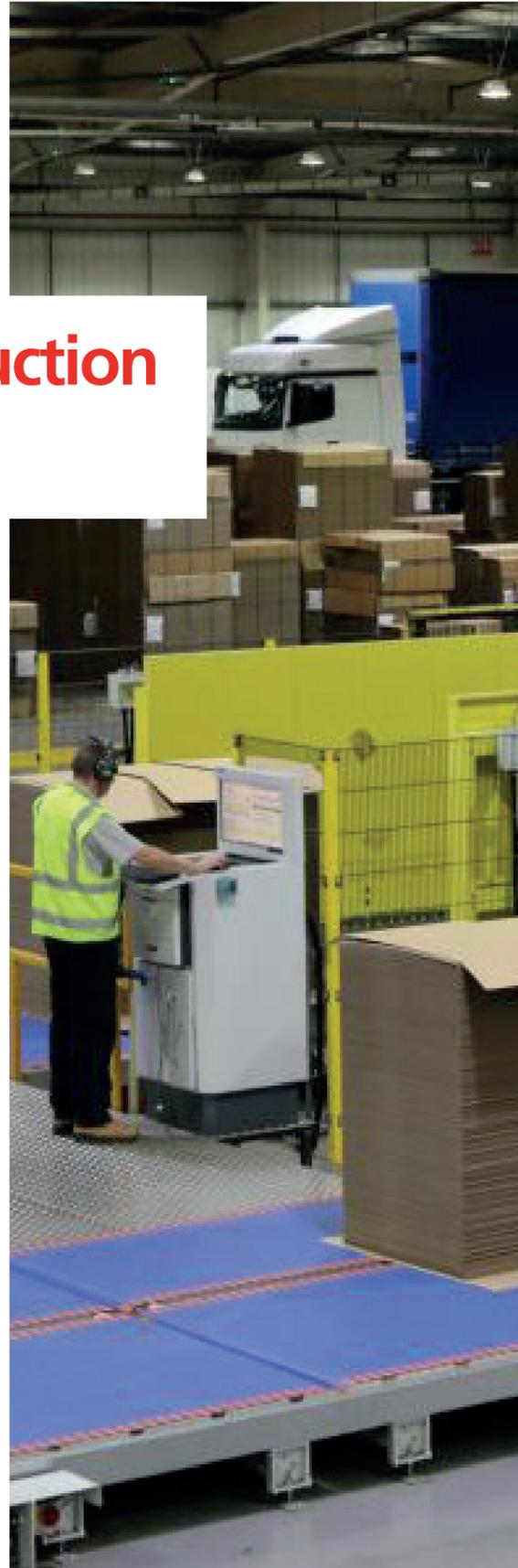
## PRODUCTION PLAN

### Ensuring your production plan dates are met

#### AFTER SIGN-OFF

Once your supplier has gained retailer sign-off, and yours, for the structural and graphic design, your order is ready for processing in-line with the previously produced critical path.

At this point materials and cutting forms are usually purchased to begin production. It's worth asking your supplier what they would do if any of the agreed dates slip. Most suppliers would, if possible, process in-line with standard shifts but what would they do to ensure your delivery date is still met? Could they, and would they, do it at no additional cost to you?



#### DURING PRODUCTION

Does your supplier hold daily meetings to ensure your project is on track? Is it attended by all the production team from the General Manager to the Warehousing/Distribution Manager?

If using a supplier for pre-assembly or co-packing, a lot of the same rules apply.

A production plan should always be produced to ensure final dates are achieved. When your supplier begins processing in line with your Critical Path/Timeline the Co-packing Manager would ideally liaise on your stock requirements, co-ordinating your in-bound stocks, your production schedule and your out-bound displays for delivery to the retailer.

**"It's worth checking these things before you embark on a project as it can mean the difference between success and failure in terms of hitting your targets consistently, including maintaining your original agreed project costs."**



# 10

## QUALITY CONTROL

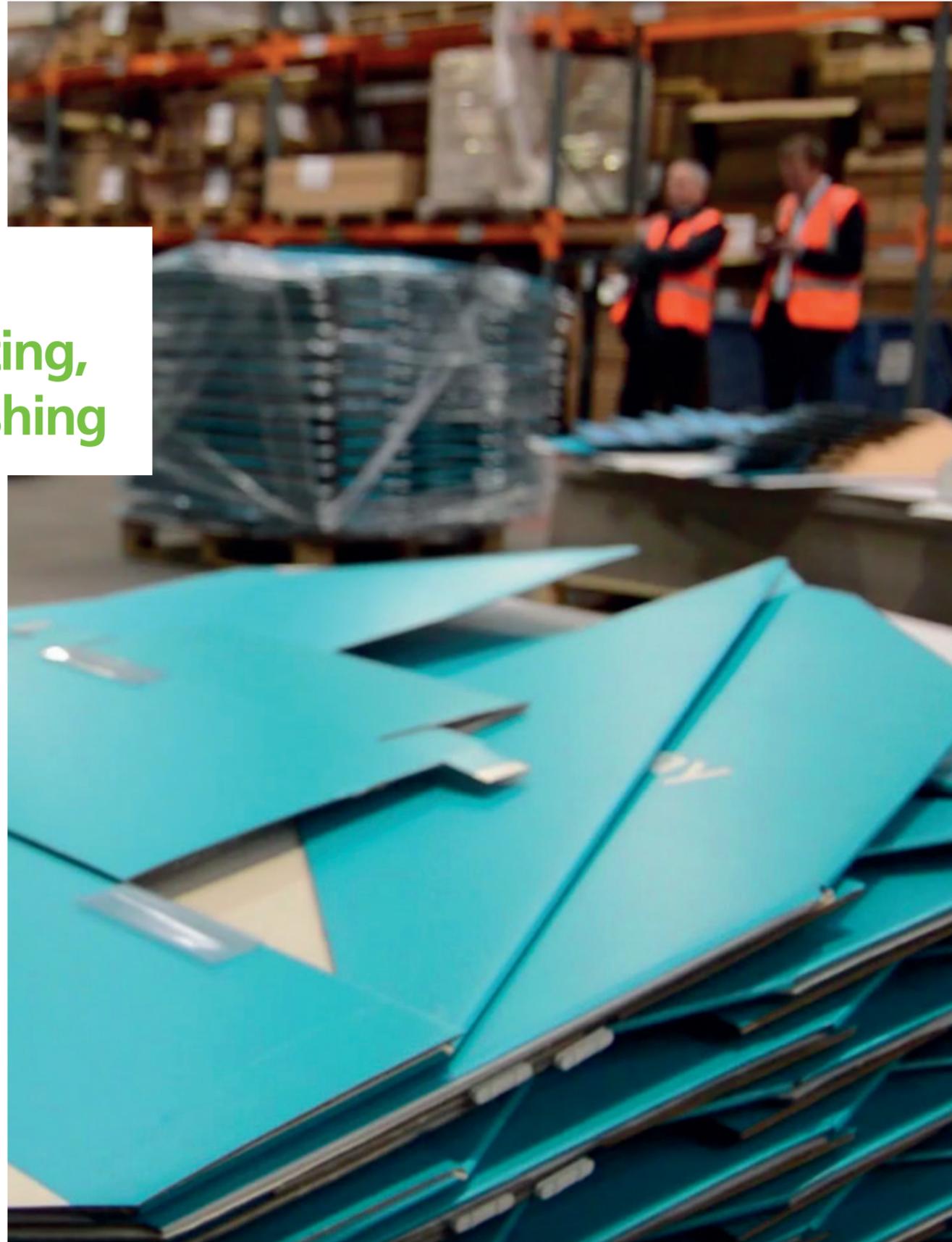
### The quality control procedures for printing, converting and finishing

Having done your homework, the supplier you choose will be good at what they do so there are just a few points-of-interest that you should find out about;

#### QUALITY CONTROL

What are their quality control processes and how are they applied to ensure you get the quality agreed in the time scales agreed? If the quality doesn't meet the required standard, time will be lost in putting it right.

If your product is hygiene critical ask for copies of your suppliers certificates for BRC/IOP Hygiene accreditation. It's all about giving you, and your customers, peace of mind.



#### CONTINGENCY

What about a contingency plan in the event of mechanical breakdown? For example, do they have more than one large format printing press, thereby enabling work to be moved across to an alternative machine in the event of a breakdown?

#### FLEXIBILITY

How flexible are they given your needs and objectives and how do they demonstrate that flexibility?

Peace of mind during the production process is what you want to be assured of so ask all these questions and more. Your supplier should be only too happy to answer your questions and explain how things are done.

# 11

## ASSEMBLY

### Making sure your displays are flat-packed or assembled properly

#### ASSEMBLY

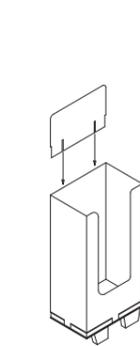
Assembling displays can be complex and as untrained in-store staff are often given the task, high levels of non-compliance in store have resulted. Establish whether your supplier can pre-build your displays before shipping to store if needed, if not you should ensure your flat packed displays arrive with clear, easy to follow assembly instructions. Some companies have a specialist merchandising company who assemble.

Keep an eye on the costs however, as this entails another process, can extend timelines and creates another step in the chain with another supplier and therefore another opportunity for something to go wrong.

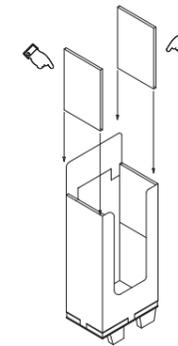


#### Assembly Instructions

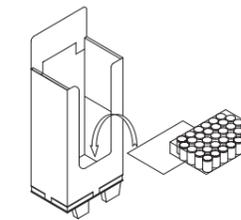
\* PLEASE REFER TO THE LOADING PLAN BEFORE LOADING THIS UNIT WITH STOCK- PART SRP AND PART DECANTED REQUIRED\*



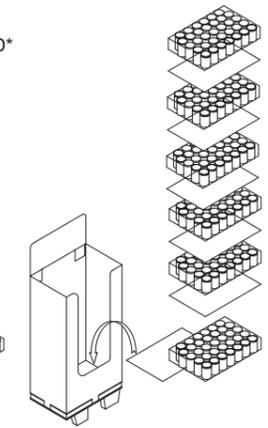
1. SQUARE UP UNIT ONTO PALLET BASE AND PLACE THE HEADER.



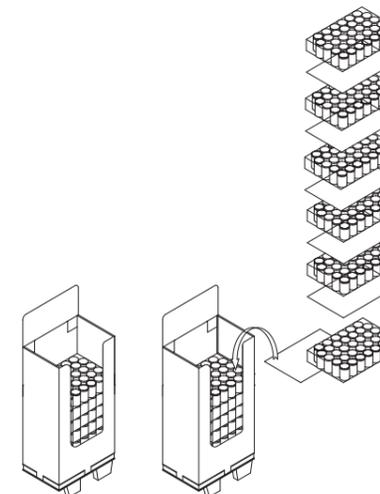
2. FOLD AND TAPE CLOSE THE SIDE BUFFERS. THERE ARE X4, 2 EACH SIDE.



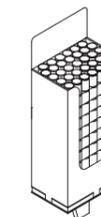
3. PLACE THE OF 12 LAYER PADS INTO THE UNIT AND BEGIN LOADING THE PRODUCT



4. DIAGRAM SHOWS THE FIRST 6 LAYERS BEING LOADED INTO THE UNIT. LAYER PAD BETWEEN EACH PRODUCT.

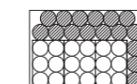


5. DIAGRAM SHOWS THE FIRST 6 LAYERS LOADED AND THE FINAL 6 LAYERS BEING LOADED.



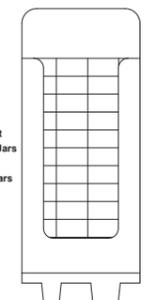
6. FINISHED UNIT WITH 12 LAYER OF PRODUCT.

#### LOAD UP PLAN ONLY



Duerr's Cranberry Quarter Pallet  
x 3 Cases per Layer + 16 loose Jars  
x 12 Layers High  
= 68 Cases per Display or 360 Jars

● = DECANTED STOCK



# 12

## DISTRIBUTION

### Find out how the distribution of your displays is dealt with

#### DISPATCH PROCESSES

Once your units are ready to dispatch a number of processes might be followed. Your displays may be;

- Shipped in bulk to yours, or your customer's premises.
- Shipped to the retailer's distribution centre for onward transit to individual stores.
- Shipped individually direct to store.

The process will depend on the type of display being used and the customer or retailer in question.

"Ideally, your supplier would shoulder the responsibility of liaising with the distribution companies to ensure yours or your customer's product always arrives on time and in good order."



# 13

## PALLET BASES

### Establish who will hire the pallet bases for co-packing

#### TYPES OF BASES

Various bases are used for different types of displays by different retailers, so when choosing your supplier it's a good idea to check that they have strong working relationships with all the key suppliers. Tesco K-Rolls and ¼ Pallet bases supplied by NDL would ideally be hired, collected and de-hired by your supplier on your behalf. Polymer Logistics supply Sainsbury with RDP's (roller display pallets) and ¼ Pallets and a strong relationship with your supplier would make the hire, collection and de-hiring simpler and easier. Asda's UDP's (Universal Display Pallets) and ¼ Pallets are also from Polymer Logistics so the same applies.

Make sure your supplier already has full contact details and understands how the different systems work.



#### Can your supplier offer you fixed costs for your pallet bases?

Ideally they'll offer you fixed costs for collection, hire, daily rental and delivery. If your supplier uses enough, it may be possible to 'piggy back' on their high volume usage at a fixed price, meaning no additional invoices for pallet bases.

# 14

## STOCK PLANNING

**Agree how work in progress stock planning will be managed**

### WIP STOCK

If using your suppliers co-packing operation it's essential that WIP (work in progress) stock is brought in from source in-line with a co-packing production plan. It must be coordinated so that product is in place ready for co-packing.

As stock may come from more than one site, more than one supplier or perhaps overseas, careful planning is absolutely vital. You should agree at the beginning how this part of your process will be managed.



# 15

## CO-PACKING

**Ensure your co-packing standards are consistently high**

### CO-PACKING MANAGEMENT

Check how your suppliers co-packing line leaders manage the process. Ideally, as part of the design process co-packing instructions would be drawn up for line leaders.

A 'Gold Standard' should be built from the manufacturing production run and every subsequent unit quality checked against that 'Gold Standard'. You can then rely on the process to deliver consistently high quality packing.

Food products should have full traceability and detailed production summary reports made available on a daily basis if desired. It's these checks, processes and standards that deliver product that is correct every single time.



# 16

DELIVERY

## Ensuring dependable distribution to regional distribution centres

### DELIVERY

With everything else optimised in the process, your goods must be delivered in the same condition as they leave so it's vital that your supplier has a proven and consistent record of dependable distribution to RDC's.

Often managed through third party hauliers, a reliable network of approved haulage specialists is important. There can't be any weak links in the chain. Strong experience of dealing with haulage contractors is key. There are many pitfalls and you don't want to fall at the last hurdle.



### DISTRIBUTION

Distributing goods via a network system allows for the easy and efficient management of promotional spikes. Ideally, your supplier will be capable of managing these deliveries, liaising with supply chain people and ensuring booking-in times are coordinated. For example; if a national promotion is scheduled, planning is critical to ensure that the RDC's receive your goods in priority order so that shelves are full countrywide simultaneously.

Check that you will get a Proof of Delivery returned to you to verify and enable you to invoice your customer.

Finally, it's in your best interests to ensure your chosen supplier can show a proven record of delivering on time, in full consistently.

"As a guide, we have maintained a

# 99.5%

record since 2007 through due diligence, correct planning, robust systems and focusing on client needs."

# IN CONCLUSION

These are 16 Top Tips for a Successful Campaign as we see them.

When you know what to ask of a provider and what answers to look for, you can find a supplier who fully understands the process, has systems to control and manage throughout, and can be flexible. Which means you can 'choose the bits' that are best for you and you'll get exactly what you want and need, when you want and need it.



*Inspire · Create · Deliver*





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