



**Smarter POP Displays  
Built to Scale Without Compromise**

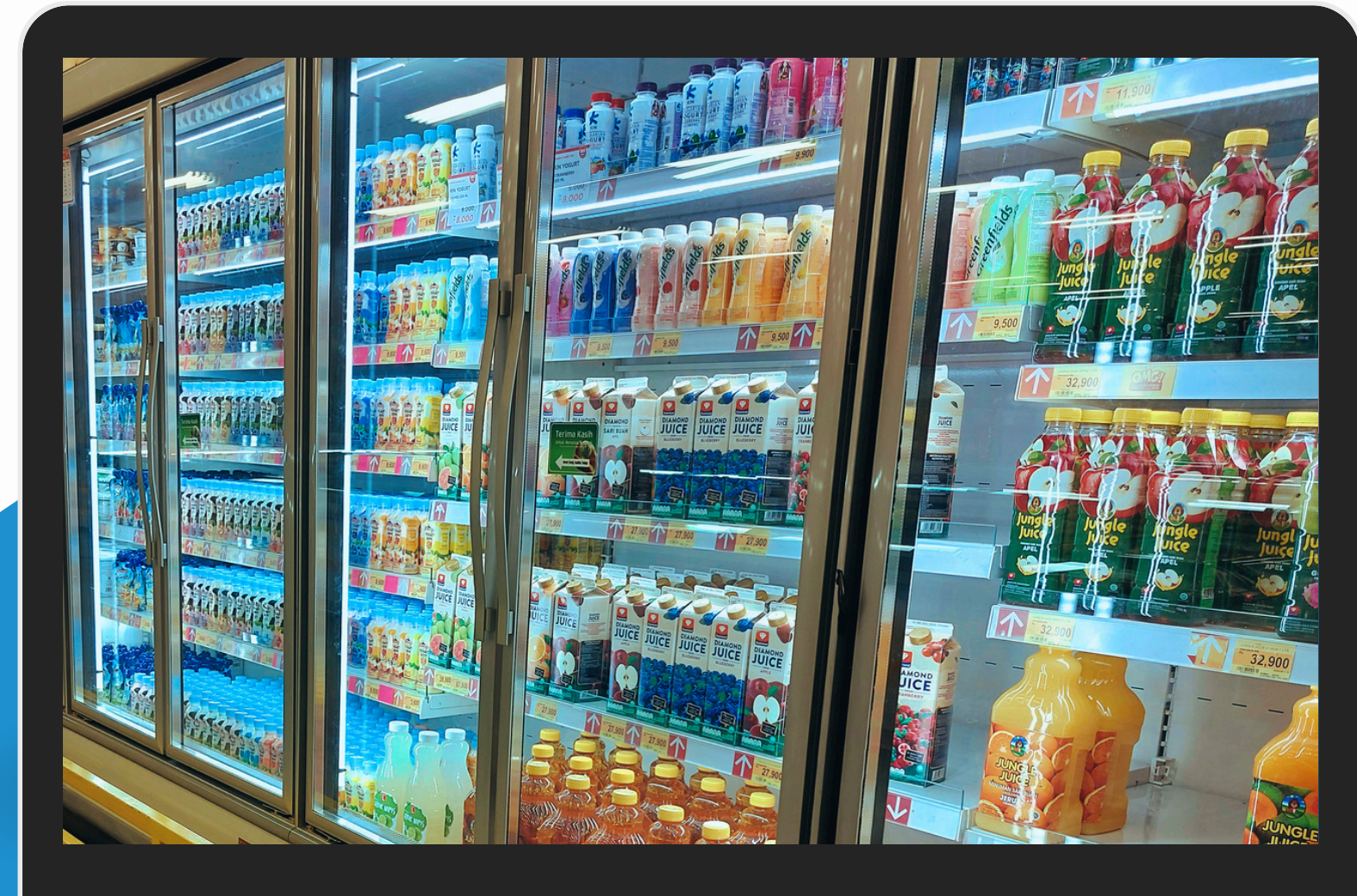
**The Display That Delivered 25% Cost Savings**

Industry: **Beverage (Functional / Wellness Drinks)**

Retail Channel: **Big Box, Grocery, & Natural Food Stores**

Product: **12oz Slim Can Multipacks**

Volume: **500–1,000 display units per run**



# The Ask

This fast-growing brand needed a POP display that was

01

Structurally durable for high-traffic stores

02

Visually appealing and brand-consistent

03

Easy to assemble and ship

04

Budget-friendly for a small-volume rollout

# The Challenge

The display needed to check every box — but most vendors forced tradeoffs:

1

Off-the-shelf options lacked strength

2

Custom builds were too expensive

3

Tight launch timelines ruled out tooling delays



# The Constraints



## Limited Volume

No excess  
inventory  
allowed



## Controlled Budget

Cost per unit  
had to stay  
low



## Tight Timeline

Speed to  
store was  
critical

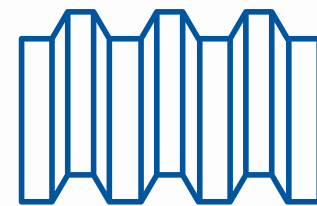
**Flexibility for future campaigns was essential**



# Korpack's Engineering-Led Solution



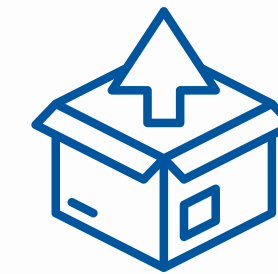
**Reworked  
structure for  
durability with  
minimal  
materials**



**Modular header  
design for easy  
promotion  
swaps**



**3D renderings  
+ prototypes  
to validate  
quickly**



**Full  
manufacturing  
and  
kitting done  
in-house**

## How We Improved the Process?

- ▶ Eliminated tooling delays with digital prototyping
- ▶ Reduced complexity and fulfillment friction
- ▶ Ensured display stability without added cost
- ▶ Delivered all units within 4 weeks of sign-off





# What We Delivered ?

- **25% cost reduction vs. previous supplier**
- **Greater in-store durability**
- **Quicker assembly and shipping**
- **Modular flexibility for future promos**



# WHY IT MATTERS

An engineering-led packaging approach delivers more than aesthetics

Speeds up timelines

Reduces packaging waste

Adds flexibility for evolving campaigns

Lowers total cost of execution – even at smaller volumes



“The display wasn’t just cheaper.  
It performed better — and scaled with  
our launch plans.”

Marketing Director  
— **Fitness Enterprise**





# Let's Build **DISPLAYS** That Do More

Looking to launch smarter?

*Korpack helps brands design and deliver engineered displays that reduce risk, accelerate speed, and lower costs – without compromise.*

Talk to our team

