**Project:** 3M SOSD-ST-TX16 Half Pallet

**Objective:** Design a half pallet using less corrugated material than previous typical quarter pallets; Create an open feel to the product presentation; Ensure high visibility for the shopper to see the product well when passing, approaching or standing in front of the display; Maximize the capacity by making the display a dump bin style.

**Retail Situation:** 3M products and Staples were both realizing a down sales period and were seeking an additional $300,000 in sales by implementing a new display. As a result 3M was granted floor space for a half pallet.

**Execution:** 3M came to GNi in the first week of December requesting that it needed to be designed and shipped by December 28th

**Design Path:** GNi first presented concepts utilizing the 3M catalog of existing tooling in order to both consider saving time in production as well as cost on new tooling. Approximately 15 structures were evaluated and 3M and Staples determined that a new structure would be needed. GNi began to develop the design making sure to include the key design features:

* Less corrugate
* Open feel
* Product visibility
* High capacity – dump style

**Solution:** GNi’s Structural team designed a new structure within two days, and presented a white sample and photos via electronic presentation. GNi’s Graphics team rendered 2 alternatives of the structure, which were again presented for review by Staples and 3M. GNi then developed production art further assisting the speed to market time line by acting as the shopper marketing graphic agency, helping to bring final art to production under a very atypical tight timeline.

All steps were expedited… white sample; renderings; graphics; product pack placement planning and electronic presentations.

Further exceptionally successful collaboration took place for the completion of final structural spec packs and production art which were put together by a team of designers who were covering each other during holiday vacations.

Production schedules were reviewed and adjusted to expedite tooling as well as clear production on the plant floor to run this project through in record time. Once the parts were produced GNi fulfillment had less than 2 days to build, pack and ship.

3M and Staples wound up splitting the deal into a high volume and low volume packout, which further complicated the fulfillment operations. Due to product availability from 3M, one of the 2 volume versions was given a later in-store date allowing a little bit more time on that half of the project.

However, all parts were already produced and available for packout so that the first left 12/28 and the second ended up meeting its 1/18 ship date.

In spite of all the short time lines and last minute developments and changes, GNi was successful in achieving our objectives and producing this display so that it could arrive to retail as desired by Staples and 3M.



