**Kreg Lowes Half Pallet**

1. What was the intent of the display? The intent was to create a tool box look in the main Isle of a Lowes store with 22 Kreg branded woodworking tools and components located on it.
2. Who are the target shoppers? (describe demographically) – DIY woodworkers.
3. What retailer was this for? Lowes
4. How many were produced? 500 quantity
5. What was the budget? $230.00 turn keyed at GNC
6. How did the design achieve the shopper marketing objective?   These actual units will not be in store until mid- February so it’s a bit early to tell.  1st launch of 500 full pallet units went out for Christmas 2015 Holiday into Lowes.  There was  much success with getting product awareness in Store. There is a big  push in all DIY stores with this product  for more instore execution that creates brand awareness and product availability.  This display is a great start for them.   The Kreg product line is just entering DIY stores recently on a larger scale.  In the past it was sold as a low key shelf item.  DIY stores are realizing if they can teach people to use the Kreg products there are bigger opportunities to increase their sales within the store.    GNC received all the customer product into Chippewa Falls, assembled displays, packed them out and shipped to Lowe’s.

