



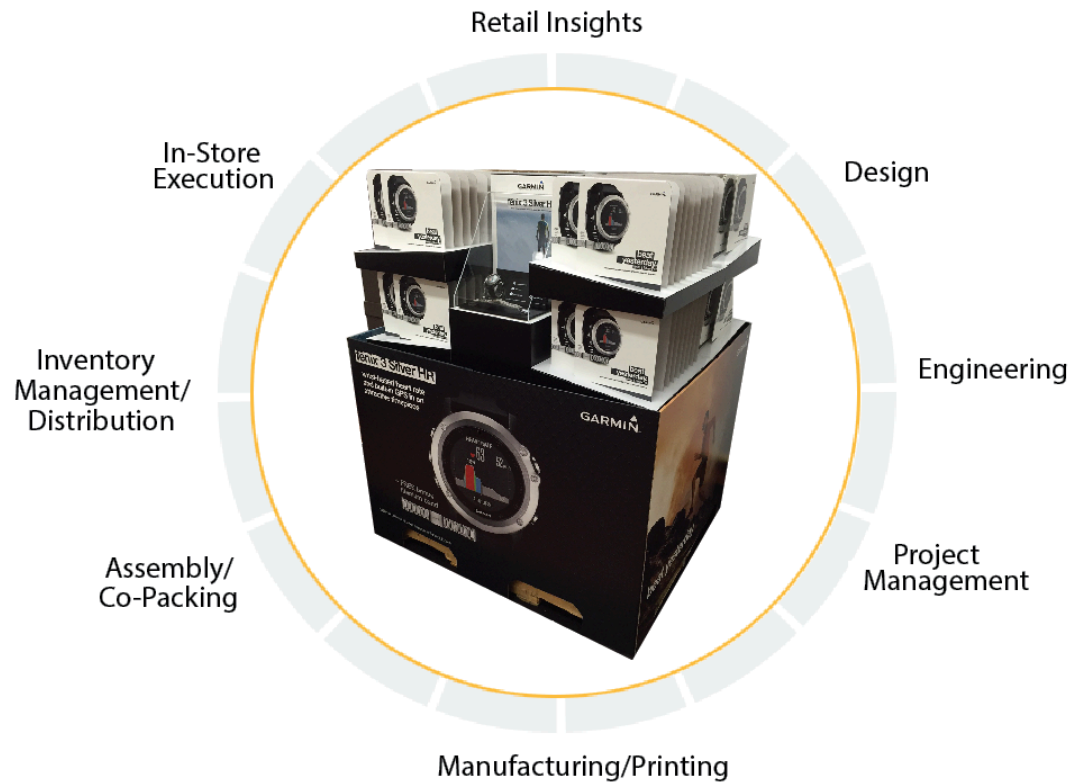
Garmin fenix 3 Silver
HR - Sam's Club
Pallet

Objectives

Project objective was to develop a Sam's club "Wow" pallet solution that would highlight Garmin's new fenix 3 HR Titanium Bundle (3 Silver HR w/ titanium band). Redemption cards would be on the pallet vs. actual product due to the \$599 price point. It was key that the display reflected the high quality of the product and that an actual unit (dummy product) w/ interchangeable band was included in the display configuration.

Solution

This production order was a great example of GNI's turnkey capability.



Entire structure was based on our club store expertise. All major components were designed/engineered, manufactured and assembled/packed by GNI facilities.

Solution/Details

Wedge shaped trays created a unique and unconventional presentation of redemption cards to the consumer, while the clear acrylic product enclosure provided the “jewelry store” and “high-end” aesthetic desired by the customer.

- Wedge shaped tray tops were clad with .080” white Sintra for improved durability and enhanced aesthetics.
- Clear acrylic structure provided product security while creating an upscale platform/focal point for consumer education.
- Actual product and replacement band are mounted on clear acrylic components.
- Additional elements that included: a laser cut dimensional logo, a black “pleather” plastic base component, a heat bent acrylic features/benefits panel and a digitally printed background graphic are important details that contributed to the elegant presentation of products.
- Large graphics that included an oversized image of the Garmin Titanium HR product were utilized on the base structure for maximum visual impact.
- Litho mounted corrugate components.
- In-field execution was eased due to the “butterfly” style base construction.

Concept Development



Two side shopped proposal w/ curved presentation

Concept Development



“Glorifier” watch/band mounted to oversized clear tube



Actual wood product platform proposal

Concept Development



One and two tiered wedge shaped tray structures

Concept Development



Color/graphic development

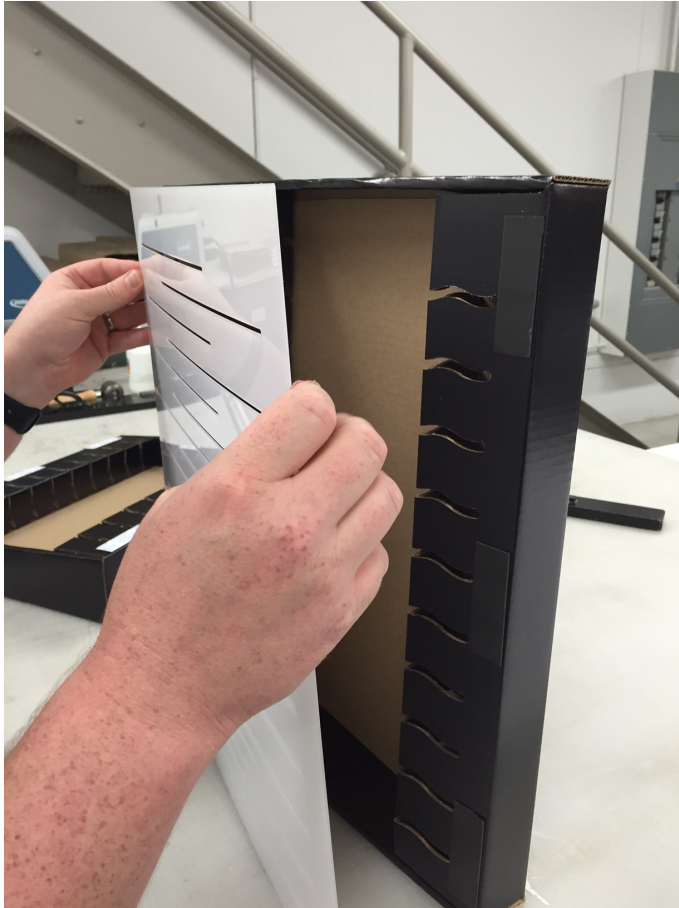


Concept Development



Product “glorifier” interior development

Production



Sintra top panel detail



Production



Insights

What is the compelling message: “Beat Yesterday” is the “Call to Action” of this display. Garmin’s new fenix 3 Silver HR is a heart beat monitor, GPS unit and an attractive watch. The product image is shown multiple times on this merchandiser to convey its high tech/rugged nature. The image of the hiker poised on the mountaintop and other “billboard” sized base imagery further reinforce this messaging. The product glorifier is an element of interaction that provides additional product detail.

How does this display command attention: The upscale litho mounted corrugate coupled with the permanent materials utilized in the “glorifier” speak directly to the premium aspects of this new product. The active consumer instantly connects with the messaging and the lifestyle imagery shown on the merchandiser, while the oversized product imagery (visible from across the aisle) creates product awareness and availability.

Results: 125 units were ordered for the initial test market. An additional 550 qty. may be ordered (based on test success).