



Fast-track joinery helps DisplayMode to create a deceptively simple flat packed display

Freestanding display unit

Delicious Ideas approached DisplayMode looking for a freestanding display unit for their range of healthy snacks, nuts and confectionery. The unit was to display their products within the restaurant areas of Universities, and within coffee shops (food service) and retail outlets.

The display stand needed to be flat packed and able to fit in the back of a car. It also needed to be easy to construct within stores. Each section of the unit should be able to be handled by a single person.

Delicious Ideas only needed 10 units which provided its own challenge for DisplayMode to create a design that would meet the brief but remain low in cost for the relatively low numbers of units to be produced.

The aim of the display unit was to increase sales so it was important that the unit had an eye-catching design and had the capacity to hold as much dedicated stock as possible.

From design to final delivery to customer took six weeks.

“ I can't say a bad word about the unit! Putting it together is so easy and it's light enough that you can move it around whenever you need. ”

About the Client

Delicious Ideas Food Group is a producer of healthy snacks and confectionery. Their most popular ranges include Healthyideas, Delicious Ideas, and Snackideas. Hanging bags of these three brands sold around five million packs in 2016 and their client base reaches 5,000 across the UK & Ireland.

delicious ideas
food group



Challenges



- **Small production**—Delicious Ideas only needed 10 units to be produced, but also had a tight budget. DisplayMode needed to give careful consideration to the design and materials to ensure the brief was met whilst the budget was not exceeded.
- **Self-construction**—The display was to be flat packed for easy transportation and needed to fit in the boot of a car. The unit needed to be sturdy and withstand use, but also light-weight and easy to construct by staff on-site.
- **Maximising capacity**—DisplayMode needed to design a final unit that would hold as much stock as possible, yet each individual section of the display stand must be able to be carried and maneuvered by a single person.

Solutions



- **Fast-track joinery**—Fast-track joinery machinery within the UK factory meant that DisplayMode was able to design a display unit that was flat packed for easy storage and transportation, but that was also produced to a high-quality finish, and most importantly was simple to construct.
- **In-house production**—DisplayMode recently made huge investments to enhance and expand the capabilities of the UK factory, including fast-track joinery. This meant DisplayMode was able to produce the unit from design through to prototyping, manufacture and assembly, all within the UK factory. This gave DisplayMode full visibility and control of the project, and meant a quick turnaround was possible, whilst retaining the attention to detail required.
- **Versatility**—The 3rd shelf from the floor was designed so it could be removed and more hooks could be added if required, providing flexibility for different layouts.

Results



- The final design used MDF panels with eye-catching matching finishes, that slotted together to create a sturdy unit with 3 shelves and 5 rows of euro hooks to take the levels of stock required.
- Sales have increased by 50% in the sites where the display unit has been installed.

Conclusion/Result/Benefit

Sometimes the simplest units are deceptively hard to produce. On this occasion, slots had to be exact, finishes needed to match on each panel and each individual panel must be able to be handled by a single person.

Fast-track joinery means we can offer added versatility in terms of design, as well as easier logistics and construction of the end product, giving our customers more flexibility, a quicker turn around and reduced transportation costs.



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