

# Craghoppers Updatable CTU

By DisplayMode



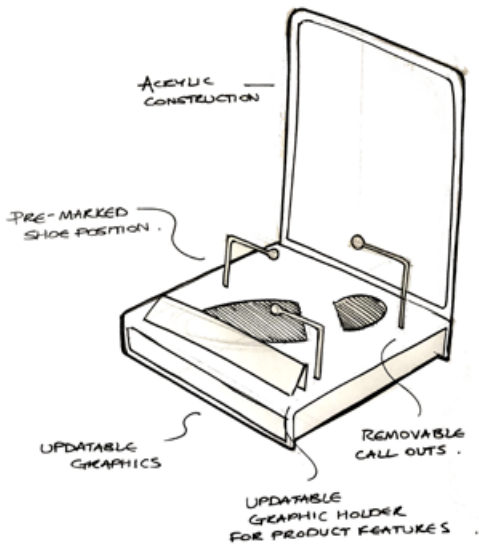
DisplayMode

Manufacturing & Design



# The Brief

Design and manufacture an updatable CTU which can be used across 5 shoe ranges. The design must display one shoe at a time and communicate product features clearly. The unit must be within the set budget.



## Concept Design

For the concepts we focused initially on the most complicated texture - the jungle theme.

At the outset, printing a replaceable base texture seemed the best option. This would soon be replaced by real materials encased in a tray.



## Final Design Overview

This design fulfilled a range of requirements from the client while providing an exciting display for the consumer to interact with. Features include:

- One unit fits all - the unit accommodates the required themes but can also be used for more.
- Decorative kits can be supplied separately. This includes magnetic graphics, call outs and a texture.
- Replaceable call outs are used to highlight product info.
- The units comes partially assembled, reducing shipping costs.
- Making the unit standard reduces costs as production only requires one set up.



**TOP TIP**  
Magnetic graphics may cost a little more but are a great way to future proof your units.

