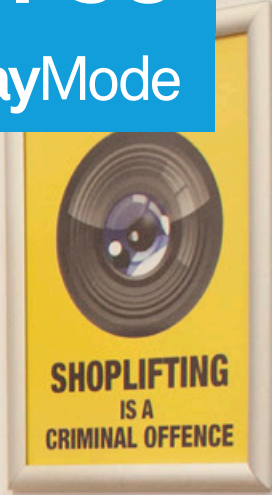


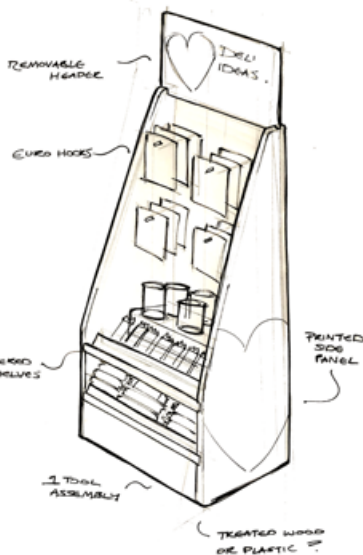
Delicious Ideas Flat Packed Wooden FSU

By DisplayMode



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The Brief

Design and manufacture a permanent free standing unit. It must be able to hold products on euro hooks and shelving. There is no need for ticket strips but a lip will be needed to hold product.

The unit will be placed in an area which is regularly cleaned. The material chosen must not be affected by this.



Material Choice

One of the key decisions for this project was the material choice.

A plastic option would be too weak for this purpose and a metal unit was not the most cost effective. The chosen material was treated MDF, this gave a hardwearing and on brand finish.



Final Design Overview

This design fulfilled all of the client's requirements and more! By working closely with the client we could make suggestions about how to create the best unit for them. Design features include:

- Flat packed - the unit can be made on site without tools.



- The unit makes use of display trays and euro hooks to keep the product neat and presentable.
- The treated MDF provides protection against general household cleaning products.
- Thanks to the thick MDF the unit is strong enough to hold large amounts of stock.


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