



In
first
place

with secondary placements

**Why displays and
promotional packaging
do well at the POS**



 www.schumacher-packaging.de

 info@schumacher-packaging.de

E-book

Table of contents

As of December 2019

04 INTRODUCTION
Trade in transition

06 BENEFITS
There's plenty to find in our e-book

08 SECTION 1
Trends in the POS promotion market

09 Logistical advantage

09 Competitive edge

10 Effective sales promotion

11 Customer enthusiasm through added value

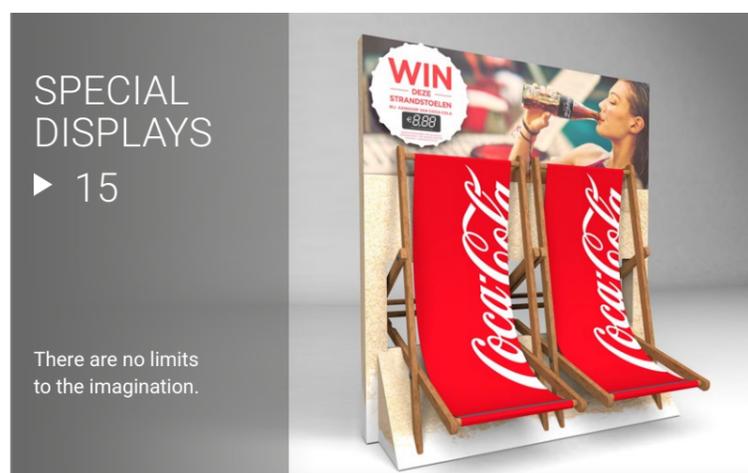
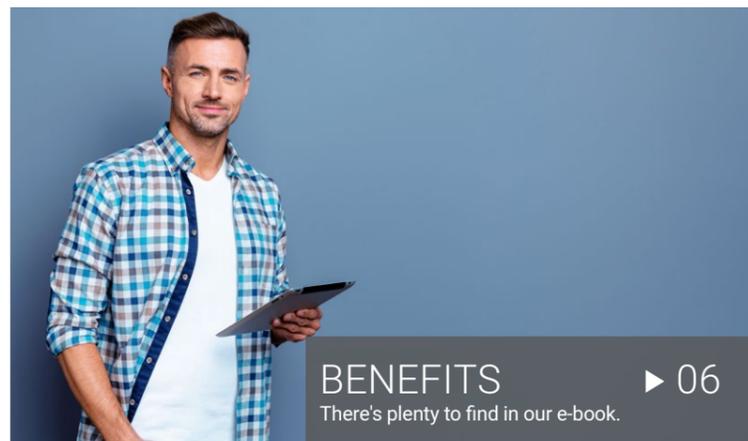
13 Key facts

14 SECTION 2
Secondary placements – the basics

15 What are POS displays?

23 What is promotional packaging?

27 Key facts



SECTION 3

28 Displays and promotional packaging in use

29 Advantages of secondary placements from the point of view of brand manufacturers

30 Attracting attention and interest, triggering desire and action

31 From marketing to the POS

32 Retailer advantages of displays and promotional packaging

35 Customers benefit from secondary placements as well

38 What is the material of choice?

41 What is V-Board?

43 Disposal

47 Key facts

SECTION 4

48 From the initial idea to the finished display

50 Phase 1: Briefing/drafting

51 Phase 2: Implementation

51 Phase 3: Production

53 Phase 4: Placement

53 A glance into the industry

56 Checklist display strategy

57 Key facts



SECTION 5

58 The process of co-packing

59 What is co-packing?

61 Phase 1: Briefing/drafting

62 Phase 2: Implementation

62 Phase 3: Production

62 Phase 4: Placement

63 A glance into the industry

64 Checklist on-pack solution

65 Key facts

SUMMARY
Displays today and tomorrow 66

ABOUT SCHUMACHER PACKAGING 68

COMPANY INFORMATION 69

Introduction: Trade in transition

The battle for customers at the point of sale (POS) is tougher today than ever before: Permanent new brands and products, the immense price pressure and the ever decreasing loyalty and brand loyalty of customers are forcing suppliers from all industries to act. Whether it concerns the consumer electronics, home and fashion sectors or fast moving consumer goods (FMCG), which is probably the most competitive market of them all, the principle remains the same: If you do not come up with something special for your customers, you cannot compete with them.



Influencing purchase decisions

Several years ago, the prominent German market research institute GfK (Gesellschaft für Konsumforschung) discovered that 70% of all purchasing decisions are made at the POS. Today, we also know that 86% of German consumers already have a brand selection in mind when shopping. However, less than half of them then actually buy one of these brands.¹ 18% opt for a brand that was not initially on their shortlist. In

addition to price-related arguments, the reason for this is the perceived advertising of a brand at the POS. Almost one in five decision-makers has previously seen advertising from a brand other than their pre-selected brand. Thus stationary retail trade is the decisive touchpoint for brand manufacturers. As a result, the brand must attract attention at the POS.

The fight against e-commerce

However, in addition, stationary trade is increasingly coming under pressure as a sales location due to e-commerce. For 40% of consumers today, stationary shopping is rather "an unpleasant duty", not least because they lack the convenience and possibilities of online shopping.² This does not

mean that Germans no longer want to shop in a retail shop, but today they are very prudent about purchasing items from places they stand to benefit the most – whether through stationary or online trade.³ And standards continue to rise as well!

Making the POS something special

In the fight for customers, brand manufacturers as well as retailers have to come up with something special. Secondary placements in the form of displays and promotional packaging are suitable in many ways for doing well at the POS. However, in order to be on time for the start of the marketing campaign with the right displays and promotional

packaging at the POS, one thing is becoming increasingly indispensable: A competent packaging partner who, in addition to consulting, also offers comprehensive solutions from a single source – from creative development and production to co-packaging and placement in the salesroom.



¹ <https://www.quantcast.com/de/about-us/press/press-release/verbraucher-haben-klare-markenauswahl-vor-start-des-kaufentscheidungsprozesses/>

² <https://www.capgemini.com/de-de/news/studie-stationaerer-handel-sorgt-fuer-frustrierte-verbraucher/>

³ <https://www.bitkom.org/Presse/Presseinformation/Was-lieber-online-gekauft-wird-und-was-nicht.html>

Benefits – there's plenty to find in our e-book:



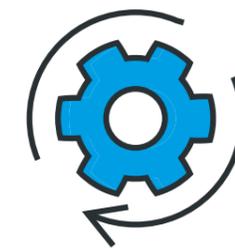
TRENDS
in POS promotion



Detailed
BASIC INFORMATION on the subject
of displays and promotional packaging



Exciting **INSIGHTS**
into creative processes



Comprehensive **DESCRIPTION**
of display production and
co-packing



Clear **EXAMPLES**
of the most varied display solutions



TIPS AND TRICKS
for POS presence



Valuable **CHECKLISTS**

Section 1:

Trends in the POS promotion market

In the battle for customers, POS promotion is increasingly tending towards secondary placement solutions. The main thing is to stand out from the shelf and the crowd. However, this no longer purely concerns the classic marketing campaigns for Christmas or other seasonal occasions. Rather, brand manufacturers and stationary retailers themselves use displays and promotional packaging throughout the year – and not without reason. Secondary placements offer many advantages in terms of logistics, competitiveness, sales promotion and customer enthusiasm.



Logistical advantage

A few years ago, retailers had problems with space at the POS, meaning that not everyone who would have liked to place their goods in a certain market was able to actually occupy part of the sales area there. However, the picture is different today because retailers are increasingly faced with the challenge of using their sales areas efficiently. Increasingly longer opening hours and rising staff costs are causing retailers logistical difficulties. Here, suppliers and branded goods manufacturers

can show their superiority with an unbeatable cost-saving element: The display. Anyone who delivers their finished goods to the POS, for example in a pallet display on rolling pallets such as those from Container Centralen or CHEP, makes it considerably easier for retailers to place them on the market. This display is ready for use in the retail market in just a few minutes – without the need for set-up resources and replenishment.



Competitive edge

Stationary trade has not yet lost **the fight against e-commerce**. After all, consumer preferences for online or offline shopping do not generally apply: Almost half (46%) do not commit themselves one way or the other.⁴ Here, the POS still has every opportunity to generate exclusive benefits for consumers. For stationary retailers, it is a good idea to focus on appealing to all the senses in contrast to the purely visual or auditory incentives to make a purchase that are encountered when shopping online. Secondary placements can provide effective support:

They attract the buyers' attention and immediately open the way to the product. Displays and promotional packaging can also be combined with scent and taste samples, as well as with competitions or hands-on activities, making shopping an attractive experience. This benefits brand manufacturers, who increase their brand awareness through their presence beyond the shelf. It also benefits retailers, who add variety to their assortment with secondary placements. Furthermore, both parties benefit because spontaneous purchases initiated in this way increase sales.



⁴ <https://www.bitkom-research.de/Presse/Pressearchiv-2017/Online-Shopping-beliebter-als-Einkaufen-im-Laden>



Effective sales promotion

Embedded in a holistic brand promotion strategy, secondary placements can clearly increase sales because they link advertising and purchase options directly with each other and advertise a product in a targeted and customer-oriented manner. This [below-the-line marketing approach](#) (see "In focus" below) also uses POS campaigns such as displays and promotional packaging to create a positive brand image, increase customer loyalty and persuade potential customers. The advantage lies in the fact that the purchase can take place immediately due to a product's advertising – without the prospective customer having to look for a purchase option first. With other forms of advertising – especially in the above-the-line area – a target person usually has to be contacted more frequently until the brand message is internalised or remembered and thus an action takes place at the POS, i.e. the customer buys the product.

IN FOCUS

What is meant by ATL and BTL marketing?

Above-the-line (ATL) in the marketing context means that measures are obvious to everyone – metaphorically they take place above the waterline (above the line). On the other hand, below-the-line or BTL measures start below the waterline and are therefore perceived more subtly. ATL marketing is therefore the traditional, area-wide mass communication, for example through TV and radio spots, poster advertising as well as print and online

ads. Meanwhile, BTL marketing in the form of POS promotion, competitions, event marketing, etc. approaches a specific target group in a much more focused manner and thus features less advertising wastage. Companies generally opt for a combination of BTL and ATL marketing measures.



Customer enthusiasm through added value

So-called on-pack solutions in particular make it possible to highlight a brand from the crowd – both on the display and on the shelves. Here, modern mass-volume digital printing technology plays a decisive role now and will continue to do so in the future. This is because it not only pushes the boundaries of design but also makes it easy to individualise and serialise packaging. For brand manufacturers, this is an immense cost- and speed-to-market advantage in times of increasing product diversity and shorter product cycles. With regard to their [information and marketing function](#)

(see "In focus"), product and promotional packaging are receiving renewed impetus from technologies such as near-field communication (NFC) and Bluetooth Low-Energy (BLW). In contrast to QR codes for example, an infinite amount of product information – ingredients, supply chain, serial numbers, but also campaigns and competitions – can be retrieved easily and without a scanner app. This not least protects against counterfeit products and strengthens consumer confidence in the brand.

IN FOCUS

What are the general functions of packaging?

- **Protective function:**

Packaging must protect its contents from being lost and/or stolen as well as from dirt, damage or destruction in order to retain the practical value of the packed product.

- **Transport function:**

Packaging must be easy and secure to grip, as well be easy to move, stack and store so that it can be transported safely, effectively and efficiently.

- **Storage function:**

Storage also requires both stackability and static loading capacity. In addition, packaging must be stored such that it takes up as little space as possible and so that it can be ready to use quickly.

- **Information function:**

Furthermore, packaging is always used to convey important information about the product and/or its handling or use, e.g. nutritional information, fill quantities, dosage information, etc.

- **Sales and marketing function:**

Here, the packaging's design and information on it plays an important role by initially enabling the sales process and/or positively influencing it.

- **Guarantee function:**

Fully intact and undamaged sales packaging provides a manufacturer's guarantee of the contents and thus forms the basis for the brand promise, trademark and consumer protection as well as product liability.

- **Service function:**

Packaging should support handling and be able to be placed upright, opened and filled with ease. The further handling of packaging and its disposal are also relevant – with the keyword here being "sustainability".



Key facts

- Displays offer logistical advantages because they can be packaged in advance, delivered ready for sale and placed at the POS, whereby the brand manufacturer provides the retailer with resource savings during the storage of goods.
- Brand manufacturers have a competitive advantage with displays because they attract attention, make the product easily accessible and can be combined with other sales promotion measures.
- Secondary placements bring variety to retailers' salesrooms, thus optimising their customers' shopping experience.
- Displays and promotional packaging create a positive brand image, strengthen customer relationships and draw new customers' attention to the brand.
- As BTL marketing measures, displays and promotional packaging combine the time of product advertising with the immediate opportunity to buy.
- Mass-volume digital printing technology provides brand manufacturers with cost- and speed-to-market advantages in promotional packaging. This is because individualisation and serialisation are possible at low cost.

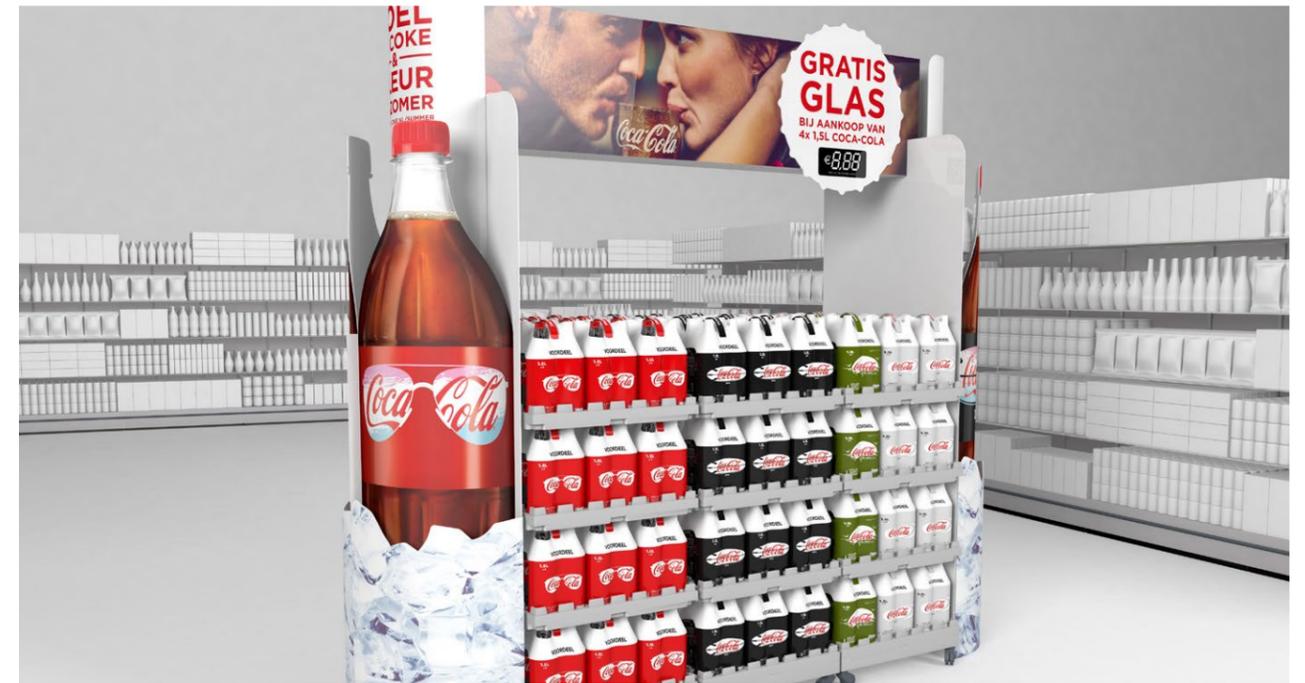
Section 2:

Secondary placements – the basics

The secondary placement plays an important role in the future **development of POS promotion**. Products or product groups are highlighted by a further placement beyond their usual shelf positions. Although such a secondary placement primarily serves to promote sales, it also has an influence on logistical processes and the competitive position of brand manufacturers (as well as retailers).



Displays and promotional packaging are secondary placements, i.e. they position products in the salesroom beyond the usual product areas and shelves.



What are POS displays?

A display for the POS is the most typical form of secondary placement. Certain products or product groups are offered for sale beyond the existing sales shelves in their own promotional presentation container: The display. The aim is to attract customers' attention and convey the brand message. It is not enough for the display to be prominently placed in the salesroom, it also has to be attractively designed and tempting to buy. A

basic distinction is made between counter displays, floor displays and pallet displays as well as shelved and tiered displays, which all differ in size and design as well as in the elements used. Modular display solutions and entirely new ways to enhance customer experience are also possible.

Counter displays

As a rather small-scale goods carrier, you will find counter displays – as the name suggests – on the counter of a salesroom. Counter displays distinguish themselves through their limited capacity. Therefore, they are more suitable for small items or packaging but also require little space on a sales counter overall. This means that counter displays are primarily used in the cosmetics, confectionery and stationery sectors. But in other segments as well, they give customers

the incentive to make a "last-minute purchase" – if they are already standing at the checkout or sales counter. The following types of counter displays are available: Counter displays with back cards or dispensers for various small items, rotary dispensers for brochures, cards or CDs, slot boxes for competitions or surveys, posters or triangular displays as information boards.



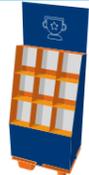
Floor displays

Also known under the term "floor stand", this display form distinguishes itself by the fact that it can be placed directly on the salesroom floor. Floor displays usually consist of a base plate and a structure. This structure can consist of one or more conventional trays, stackable trays, trays with compartments, columns, chute pallets, stackable chute pallets or even slot boxes (for example for competitions). For



example, screens, top signs or ceiling hangers can be added to increase the communication power of the display. Floor displays can usually be found at prominent points in the salesroom – beyond the shelves, in the aisles of the store and just before the checkout.

TERM	EXPLANATION	EXAMPLE
Screen	Cladding/sheathing for goods carriers	
Ceiling hangers	Top signs for mounting on the ceiling of a room	
Rotary dispensers	Open carrier for flyers and brochures	
Triangular displays	Folded advertising stand	
Folded advertising stand	Closed letterbox box for posting, e.g. for competitions	
Columns	Support column (square, triangular, octagonal, elliptical)	
Chute pallets	Open box for product presentation	

TERM	EXPLANATION	EXAMPLE
Dispensers	Closed box with opening flap	
Stackable chute pallets	Open stackable box for use in pallet displays	
Stackable trays	Stackable goods presentation case	
Posters	Supported, slightly inclined posters for placement	
Top signs	Signs as upper end of displays	
Trays	Goods carriers for use in pallet displays	
Trays with compartments	Trays with compartments for use in pallet displays	



Pallet displays

Pallet displays are similar in construction to [floor displays](#), but are placed on a pallet instead of on a base plate. The typical blue CHEP quarter pallets – in the format of a quarter Euro pallet (60 x 40 cm) – are frequently used here. The CHEP quarter pallet is also available with rollers so that it is easy to transport and place in the salesroom. Pallet

displays are often used when goods are already "assembled" in the display and delivered to the POS. In this case, the pallet display first functions as dispatch packaging and then in the salesroom as a classic display for the presentation of goods.

Shelved and tiered displays

In order to accommodate as many articles as possible in the smallest possible sales area, shelved and tiered displays are suitable as variants of counter displays, but especially of floor displays. The goods are arranged on several levels – either in stackable trays, stackable chute

pallets or in connected shelves – and surrounded by a display case. The load-bearing capacity of such a display can be further strengthened by bars and compartments. However, in general, load and dispatch tests with the desired products are recommended.



A shelved display can be placed separately in the salesroom so that no (additional) space is required in the existing shelves. These displays are often placed in front of a shop to invite customers or passers-by to enter the shop – preferably with a few items from the display already in their shopping bag. Another plus point, especially for toy and confectionery manufacturers, is that children can also reach the products in the lower compartments easily.

Modular display solutions and new ways to enhance customer experience

Sometimes larger secondary placements have to be adapted to different requirements, for example to the space available in the salesroom. Modular displays are ideal for this purpose. Thanks to their modular principle using various display elements, numerous variants can be created from them.

Effort and costs in display production, transport and placement are minimised and processes are simplified. Only the initial effort for the display design is slightly higher.



If the idea of modular display solutions is taken a step further, the possibilities for breathing more life into the POS with displays are almost endless. With a creative idea and the right display manufacturer, you can set the stage for an entire store. The pure product promotion can be combined with other measures – for example competitions, prize draws, meeting points or photo campaigns and much more. Using the [right material](#), brand manufacturers

can not only create attractive POS displays in any shape and size, but can even design furniture such as cabinets and armchairs. This makes every salesroom a unique world of experience, which pays off for the image of the retailer and the brand.

What is promotional packaging?

Promotional packaging takes the form of targeted BTL marketing campaigns at the POS. The aim is to generate more sales through effective marketing and the attractive presentation of the product. Often promotional packaging in the form of on-pack solutions relies on the addition of additional articles or vouchers in order to achieve a positive effect with the customer – [the keyword here being "co-packing"](#). The surface, size, shape and material of promotional packaging is used in the best possible way to attract consumer attention and convey the brand message. Although promotional packaging can also be found on the shelves from time to time, it is generally used as secondary placements – often in conjunction with a display.



In-packs and on-packs – simply more

With in-pack and on-pack solutions, one or more products are added to a product for a specific campaign period. This article, newly created through so-called [co-packing](#), enhances the original product and represents an additional purchase incentive. In this way, customers can be encouraged to buy an unused product because they like the addition. On the other hand, customers who would buy the product regardless appreciate this "gift" – but only if the in-pack or on-pack article does not increase the product price or only slightly increases it. In addition to vouchers and win codes,

popular accessories include classic promotional items with a printed logo and matching accessories for the actual product, such as glasses or bottle openers for drinks or toiletries to accompany body care products. Depending on which product is to be accompanied by which article, not everything fits in the original product packaging. Brand manufacturers can benefit here by using attractive outer packaging or displays.



Promotion through gift packaging

Gift sets are a typical promotional or on-pack solution. Not only do they offer the buyer a free gift, they are also usually designed to be so attractive that they can be given away directly. Here, for example, there are conventional folding boxes – as card boxes, hinged lid boxes, snap flap boxes, slip lid boxes or with carrying handles – and special shapes such as cushion and bag boxes, sliding boxes or cardboard sleeves. Especially during the Christmas season, various advent calendar formats are used to offer a certain product or a selection of

articles for sale in a seasonally popular packaging. The gift packaging is as individual as the product and the message behind it. Since they provide the customer with the first physical contact at the POS, it is essential that this packaging is attractive enough to actually provide the desired incentive to purchase.

TERM	EXPLANATION	EXAMPLE
Bag boxes	Bag-shaped folding box with lateral plug cap	
Folding box	Prefabricated, quickly erectable box	
Cardboard sleeves	Sheathing for different packaging formats	
Cushion boxes	Cushion-shaped folding box with lateral plug cap	
Hinged lid boxes	Folding box with hinged lid	
Card boxes	Folding box with rolled edge, without adhesion	
Sliding boxes	Two-part packaging consisting of a folding box and a cardboard sleeve	
Snap flap boxes	Folding box with different snap flap closures	
Slip lid boxes	Folding box with separate lid	
Boxes with carrying handles	Folding box with carrying handle	

Shelf-ready and retail-ready instead of secondary placement

Retailers are particularly interested in so-called retail or shelf-ready packages or two-in-one packaging from a logistics point of view. The reasoning behind this is that products are thus efficiently placed in the salesroom – for an attention-grabbing presentation of goods at the POS. While shelf-ready packaging (SRP) is primarily about the ideal filling of shelves – not secondary placements – retail-ready packaging (RRP) considers aspects of communication and interaction with the customer as well. For example, bottle carriers or six-packs made of cardboard serve as carrying handle boxes so that the customer can easily remove several bottles in a pack from the shelf

or the original plastic beverage crate. Therefore, the handling effort for the retailer is low, and they can offer the goods both in the crate on pallets and on the shelves or even as part of a thematic display – the keyword here being "category management". Products that have been optimised for shelf and retail readiness can also be used for secondary placements, for example in a display.



Key facts

- Secondary placements provide goods beyond the usual merchandise areas and shelves – i.e. a second instance – in the salesroom.
- A POS display is a presentation container for certain articles or product groups that is intended to attract more attention and increase sales.
- There are counter and floor displays, pallet displays as well as shelf and free-standing displays in various sizes and shapes.
- Displays may also include promotional packaging.
- Promotional packaging pursues the same goal as displays: To generate more sales through effective marketing and the attractive presentation of the product.
- On-packs are particularly used where additional articles or vouchers are added to a main product.

Section 3:

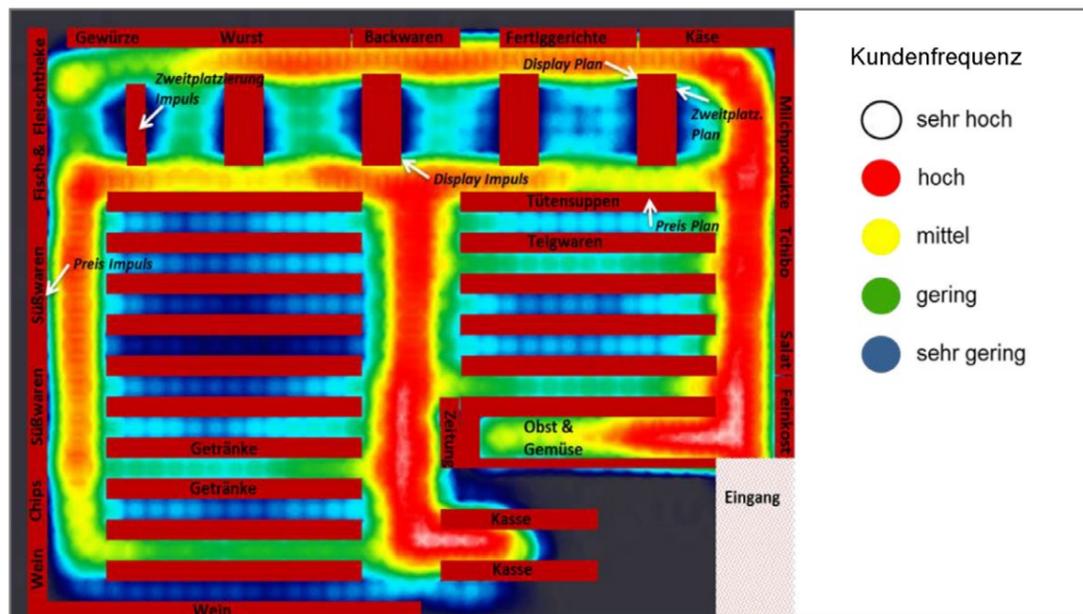
Displays and promotional packaging in use

Secondary placements of displays and promotional packaging bridge the gap between the brand manufacturer, the retailer and the customer. This means that there are specific functions and tasks that displays and promotional packaging have to fulfil. At the same time, this also results in far-reaching advantages for the brand, the trade and the consumer.



Advantages of secondary placements from the point of view of brand manufacturers

What brand manufacturers primarily want to achieve with displays and promotional packaging is to strengthen the brand at the POS and promote sales.



⁵ https://www.gs1-germany.de/fileadmin/gs1/basis_informationen/Universitaet_Siegen-Wie_wirken_Promotionmechaniken_am_POS.pdf

Attracting attention and interest, triggering desire and action

According to the Attention or Awareness, Interest, Desire and Action (AIDA) model, brand manufacturers must therefore use these two POS marketing instruments:

- Capture consumers' attention by creating a real eye-catcher
- Attract interest through display or promotional packaging that encourages the consumer to stop and take a closer look at the product and brand message
- Create a desire that is emotionally appealing to the consumer and so that the product actually persuades them
- Trigger an action, i.e. motivate the customer to make a purchase

Studies, such as one by the University of Siegen, repeatedly show that displays and promotional packaging have a positive influence on sales figures if they are attractively designed. The secondary placements have the greatest sales effect if they take place in heavily frequented main aisles or in the checkout area.



From marketing to the POS

Displays and promotional packaging assume marketing functions at the POS and support concrete campaigns as part of brand communication – seasonal, action and occasion-based and for new product launches. However, customer loyalty can also be strengthened through secondary placements, in particular through regular on-pack promotions.

Customers who repeatedly associate a positive experience with the brand through the free gifts tend to buy the brand even outside such campaigns. In this way, the manufacturer can win loyal customers and enthusiastic fans for its brand.



For brand manufacturers, displays and promotional packaging fulfil important functions in the areas of brand communication, sales promotion and turnover increase as well as customer loyalty.

Retailer advantages of displays and promotional packaging

Especially in the local food retail trade and in the FMCG sector, retailers want to offer one thing above all: An attractive sales area, in order to attract more customers who feel at ease there and develop the desire to purchase something.



Displays for category management

It is not enough that the shelves are just well filled; category management is also important. The task of a retailer is to put together product groups according to customer needs and thus to enable good orientation in the salesroom as well as to provide meaningful buying incentives. Displays can support this effectively by making customers

aware of certain products and arouse their curiosity. It is crucial that category management does not focus on the brand, but rather on a group of goods that are often categorised thematically and are generally interchangeable.



Occasion-related POS promotion

A display can now pick up exactly this theme – for example events such as Halloween, Mother's Day or a football championship, seasonal themes such as the barbecue and picnic season or simply a motto such as "girls' night" – and combine suitable products. In this way, retailers increase the attractiveness of their salesrooms and provide new purchasing incentives for the target group addressed by the topic, which help retailers and brand manufacturers

to increase sales. Of course, retailers have different possibilities to also use the secondary placements of brand manufacturers: For example, by either advertising an on-pack promotion to attract customers, or by adding something to its price quotation in order to generate a few more sales itself with this promotion.

Considering logistical factors

The logistical aspect is important for the retailer: Displays and promotional packaging must be easy to integrate into the salesroom or shelves. The most original creation is of little use if it cannot be placed on the shelves or displays by the retailer at all or only with great effort.

The displays themselves must also fit into the sales area at the POS. Furthermore, if a display blocks the view or access to the shelves or aisles, this often leads to frustration for the customer – in this case, the POS promotion can even do more harm than good.



For retailers, the task of displays and promotional packaging is to fill shelves and sales areas more efficiently and to make the salesroom meaningful and attractive.

Customers benefit from secondary placements as well

Consumers are well aware of the advertising effectiveness and influence exerted by displays and promotional packaging.⁶ Nevertheless, they provide entertainment, inspiration and variety during shopping and have a positive effect on the shopping experience.



⁶ https://www.gs1-germany.de/fileadmin/gs1/basis_informationen/Universitaet_Siegen-Wie_wirken_Promotion-mechaniken_am_POS.pdf



Secondary placements for inspiration and entertainment

With displays, exciting and playful marketing campaigns can be carried out directly in the market: Selfie campaigns, sweepstakes, surveys, samples – there are no limits to your imagination. The longer a consumer deals with the brand and the more positive this experience is, the better they remember the brand or product. For example, if a display combines the attractive presentation of the goods with a competition or photo campaign at the POS, this ensures a lasting experience. In addition, the display can also become an experience in itself by not only being a goods carrier, but also providing elements for trying out and discovering an activity centre or even an entire play world for example. This primarily appeals to parents and children.

In addition to the fun, additional information or suggestions about the secondary-placed product are also an opportunity to entertain and inspire the customer: Just think of cooking recipes or craft ideas with the promoted article, which can be attached as flyers or directly on the display for photographing. The latest technologies even enable the integration of QR codes or augmented reality solutions in order to interactively combine additional added value with secondary placement.



Customers guided by POS promotion

Furthermore, secondary placements also have a kind of guidance effect by showing the consumer that there is something new or free, but also by distinguishing a certain product with its advantages from the rest of the range within the same product group. Especially in the FMCG sector, the choice is enormous: Often one pack of pasta looks like another on the shelf, one shampoo is like the next, etc. Displays and promotional packaging embody the product's request: "Try me, take me!" But brand manufacturers also offer their loyal customers added value with secondary placements: After all, the articles are so much easier to find than on the shelves. Especially when the consumer buys from another retailer, the same brand image indicates reliability.

Gifts are the trump card which is played

On-pack promotion offers the customer added value anyway because there is something to it that you may not even be able to buy. For example, many beverage manufacturers offer bottles and glasses with their brand logo in the gift set. These glasses may be a promotional gift that cannot be bought in any other way. Moreover, the consumer does not know how long this gift set will be available, which further increases the incentive to buy. If the "collecting fever" comes into play because the

customers want to own all six or eight glasses in range rather than just individual ones, this promotion technique can boost sales enormously. A minimal price difference between on-pack and the original product is usually no problem for customers. With gift packaging, a customer also acquires a product that they can give away directly without having to spend any time on the packaging as a gift.

Secondary placements are not pure brand profiling – retailers and customers also benefit from this promotion method.



For the customer, displays and promotional packaging act as signposts, sources of inspiration and information as well as entertainment elements.

What is the material of choice?

Displays are available in a variety of materials: Wood, plastic, metal and glass, but also sustainable paper-based materials such as cardboard, corrugated or solid board. The choice of the right material depends on various factors: Where and for how long should a display be used? What type and quantity of products should it contain? Which design wishes have to be considered? All these aspects play a role in the decision. However, in many cases, paper-based display solutions are optimal.



DESIGN OPTIONS

Displays can be manufactured in a **wide variety of formats**. Corrugated and solid board displays can be easily produced and assembled from just a few individual parts, but also as a flexible and versatile "modular system". Materials such as wood, metal, glass and plastic quickly present limitations here because they cannot easily be configured into individual shapes.



HANDLING

It is particularly important for retailers that a display can be placed quickly and easily in the salesroom. Therefore, constructing and dismantling should be as uncomplicated as possible. Paper-based display solutions present a significant advantage in this regard. They can be set up by anyone without any problems or risks of injury – with a simple instruction or delivered ready-made on pallets. Their low weight also simplifies handling. Other materials are often too heavy and difficult to handle.



DURABILITY

As a rule, brand manufacturers or retailers only plan to use displays for a few weeks – for example, according to the campaign periods. This is where materials such as corrugated and solid board come into their own. The structures are relatively simple to build and can withstand this short period of time without any problems. However, if the retailer gives a branded article manufacturer the opportunity to present their products at a certain location in the market for months or even years, durable display materials that guarantee a long service life are sensible. But here, there is also a sustainable alternative to wood, metal, plastic or glass: **The material innovation known as V-Board**, developed by the renowned display manufacturer Vinke in Breda, the Netherlands, which has been part of the Schumacher Packaging Group since 2014.



STABILITY

The fact that paper-based solutions for the purpose of secondary placement are no less solid than displays made of other materials is proven time and time again in practical use. Depending on the planned service life or planned campaign period at the POS, displays made of corrugated and solid board can also be designed in such a way that they look exactly the same at the time of disposal as they do during construction. Decisive factors for the stability and resilience of such a POS display include material thickness, adhesive or plug-in connections and supporting elements (e.g. cross braces).

PRINTABILITY

The marketing function of secondary placements in particular gives rise to requirements with regard to the printability of the materials. Printing or engraving processes for wood, metal and plastic displays are usually quite complex and relatively cost-intensive. In paper-based display solutions, a wide range of printing is possible, whether in flexographic, offset or digital printing processes.



IN FOCUS

What is the difference between paper, paperboard, corrugated and solid board?

Generally speaking, paper, paperboard and cardboard materials are manufactured from similar basic materials and using similar processes. They are distinguished by their grammage and/or mass per unit area. According to DIN 6730, paper is defined as 7 g/m² to 225 g/m² and cardboard from 225 g/m². According to EU standards, the term "paperboard" does not exist, but broadly speaking, paperboard is considered to be a thicker kind of paper which is pressed or couched (= layered whilst wet) in the same way to solid board from multiple paper webs or which is glued. With a mass per unit area of around 150 to 600 g/m², paperboard is between paper and cardboard. In Germany, the following differentiation has therefore become widespread: Paper has a grammage of 7 g/m² to 150 g/m², paperboard of 150 g/m² to 600 g/m² and cardboard of over 600 g/m².

The number of flutes in conjunction with the paper composition determines the technical characteristics of the corrugated board, for example in terms of the ease with which it can be pierced or its edge crush resistance as well as its functional features. The corrugated board liners are particularly robust and resistant to tearing, and are easy to print on. Unlike corrugated board, solid board can be couched as one layer or multiple layers or glued in multiple layers. There are no air spaces between the layers as there are with corrugated board, which makes the packaging material particularly solid and dense. It is difficult to compress and has a high resistance to moisture. Due to its smooth and sealed surface, solid board offers the same printing options as corrugated board.



SCHUMACHER SPECIAL

What is V-Board?

V-Board is a special material consisting of several layers of corrugated board sheets glued together. At Schumacher Packaging, the material is produced up to a format of 1.60 x 3.20 metres and with a thickness of 1.0 to 1.5 centimetres. The special feature: Although manufactured on a paper basis, V-Board is just as stable and resilient as comparable wooden display components, but much lighter and cheaper. When it comes to constructing large display solutions in particular, V-Board is in no way inferior to alternatives made of wood, metal, glass or plastic in terms of stability and

durability. It is tear-resistant and extremely robust against heat and moisture, meaning that V-Board displays have a service life of four to six months. At the end of the communication measure, they can then be disposed of in a simple and environmentally friendly manner because the material is completely recyclable. Even the glues used to glue the individual layers of corrugated board together are harmless to the environment.



Disposal

Sustainability is becoming increasingly important in our society and among consumers – as numerous studies have shown. The CO₂ level or "carbon footprint" throughout the product lifecycle is often used as a parameter: From material extraction to manufacturing, distribution and use through to disposal – for example, in recycling.

This aspect also plays an important role for brand manufacturers and retailers, if only to save costs and take into account the sustainability awareness of their customers. The great advantage of paper-based displays and promotional packaging is that, unlike other materials, they can be disposed of and recycled in an environmentally friendly manner without any problems.



SCHUMACHER SPECIAL

Sustainability is our goal – for displays and promotional packaging as well

Those who opt for secondary placements made of corrugated and solid board send a clear signal in terms of sustainability. Schumacher Packaging does the same. After all, paper-based displays and promotional packaging are...

- **... of natural origin:** Paper, the source material used in the corrugated board material cycle, originates in sustainably cultivated forests that are managed sustainably in accordance with FSC® certification. In particular, broken and thinned wood is used for paper production.
- **... already recycled:** The majority of the paper used for corrugated board production in Germany is made up of around 80% recycled material such as recovered paper, cardboard packaging and used corrugated board. On the other hand, the proportion of virgin fibres is only 20% and is declining.
- **... mono-material:** Corrugated board packaging is a type of single-material packaging. These kinds of packaging are easy to dispose of because they are made of only one material – after use, they are disposed of with the waste paper.
- **... plant-based:** The starch glue to which smooth and corrugated paper webs are stuck together is of vegetable origin – it is a glue based on starch from corn, wheat or potatoes and can be easily disposed of.
- **... recyclable:** Due to its optimal recyclability, cardboard ensures in the long run that it is also a coveted commodity when used and thus remains in the raw material cycle. This makes sense both economically and ecologically.
- **... ecologically printed:** Particularly in the case of innovative digital printing technology, the focus is on the use of odourless, environmentally friendly and food-safe printing inks.
- **... legally compliant:** With the German Packaging Act (VerpackG), which came into force in 2019, brand manufacturers and retailers are legally obliged, in accordance with the principle of extended product responsibility, to promote recycling themselves and thus protect the environment.
- **... customer-oriented:** Consumers are very much in favour of sustainability and are paying more attention to where ecologically sensible packaging is used and where it is not. As a result, only brand manufacturers that take consumers' sustainability awareness into account score points in POS promotion.

IN FOCUS

What is the difference between flexographic, offset and digital printing?

Flexographic printing is a relief printing process: The water-based, low migration ink is applied using a roller to the raised areas of the printing plates which, in turn, transfer the print image to the packaging. Depending on the fineness of the raster lines, the pixels of different sizes and colours create the print image. Flexographic printing reaches its limits at high-resolution print images, fine lines and intricate fonts. Due to its short pre-printing time and low costs, flexographic printing is particularly suitable for small and medium runs as well as for large series runs.

In contrast to flexographic printing, the offset method is a flat printing process. This means that printing elements that both absorb and release colour are positioned on the same level as those elements that are treated to absorb no colour at all. Although the printing plates in offset printing are less expensive than those for flexographic printing, under some circumstances, a pre-print is required which prolongs the production process and possibly increases

the unit costs. However, this method is ideally suited for high quality requirements, such as multicolour printing, high-gloss effects and the finest and high resolution rasters and colour gradients.

Unlike with offset and flexographic printing, innovative mass-volume digital printing does not require any printing plates, and therefore no solvents are needed either. This protects the environment, minimises the rejection rate, significantly shortens the time-to-market and saves on production and storage costs. Large print runs can be split into any number of sub-series almost entirely without lead time and pre-printing costs, so that displays and promotional packaging can be produced and categorised according to individual requirements – regardless of whether this is specific to regions, seasons, events or campaigns. In addition, the print image of industrial mass-volume digital printing achieves almost offset quality.

Modern digital printing facilitates seasonal and campaign-related POS communication above all because it allows the serial production of identical corrugated board displays with different print images – completely without printing plate costs. In addition to various printing techniques, brand manufacturers also have the option of finishing with embossing and lacquers. These can be applied over the entire surface or only on certain parts of a display – the keyword here being "spot varnishing". In offset printing, by using photopolymer plates, even text, logos and fonts can be printed using metallic paints. Embossing can be applied using hot or cold foils, or created as a matrix and patrix pattern (similar to the method used in a type foundry) using a blind embossing process. A lot more is possible with innovative digital printing: Special highlights in

the colour allow shimmering and high-gloss print images to be produced on displays – and entirely without paint.

Additional light, sound and movement effects are particularly interesting for the communication and advertising order of displays at the POS. Digital printing also makes it possible to link it to flanking actions and information via QR codes or state-of-the-art augmented reality applications. This opens up a wide range of possibilities for brand manufacturers to communicate and interact with customers at the POS.



Which material provides the most benefits for promotional packaging?

Although there are also plastic outer packaging formats or film bags, promotional packaging made of cardboard or corrugated board is the most widespread. Similar to the displays, the material impresses with its adaptability, stability, good printability and sustainable character. In addition, paper-based materials also offer the greatest creative freedom in promotional packaging.



Key facts

- Attractive displays and promotional packaging ensure higher sales figures – especially when they are placed in highly frequented areas of the salesroom.
- Secondary placements offer brand manufacturers the opportunity to draw attention to their products, to encourage customers to buy – and not least to win over retailers with logistical advantages.
- Retailers can not only make their sales areas more attractive with displays and promotional packaging, they can also benefit from the "steering" effect of the displays when they use them for category management.
- For the customer, displays are more than just a nice change at the POS: They draw the customer's attention to special offers and serve as an orientation aid in the salesroom.
- When choosing the right material for a display, numerous aspects have to be taken into account – for example regarding the format and design options, but also regarding handling, stability, service life and disposal.
- From a marketing perspective, the design of displays and promotional packaging can be optimally integrated into brand communication. Enhancements and special effects provide that extra something.

Section 4:

From the initial idea to the finished display

If you want to benefit from the advantages of secondary placements, you have to develop a concept within the framework of your marketing strategy that includes the goal of the POS promotion, its integration into the communication and sales strategy as well as the target groups or sales outlets and possible challenges.



SCHUMACHER SPECIAL

Display expertise at Schumacher Packaging & Display

In 2014, Schumacher Packaging took over the renowned Dutch display expert Vinke BV from Breda – on the one hand to expand the existing display business, and on the other hand to open its first sales and logistics location in the Netherlands to better serve customers there and in Belgium. The packaging specialist thus not only secured its own experienced creative

forge for extraordinary display solutions and material innovations (V-Board), but also an organisation of logistics professionals who offer on-site service for the filling of the manufactured displays (co-packing).

Phase 1: Briefing/drafting

Brand manufacturers plan their sales campaigns very precisely in terms of time and content. In addition to advertising measures such as television and radio spots, billboards and campaigns on social media and the company's own website, secondary placement in retail is an integral part of the planning. Many brand manufacturers already have a good idea of what a display should look like, in which they can store a certain number of their goods. After all, the selection of proven standard formats is great and, with a suitable design, such a display is quickly "devised". In addition, companies often find support from specialised agencies during the drafting

phase, unless they even have their own marketing specialists for POS communication. Manufacturers such as Schumacher Packaging, with their own creative team for display development, produce concrete designs according to customer wishes and also offer further ideas and suggestions for optimum POS promotion. In this drafting phase, the constructive exchange between all parties involved (brand manufacturers, marketing department, agency, display manufacturers, etc.) about the requirements and implementation options is crucial.

What does a display briefing look like?

By default, the briefing for the packaging manufacturer or its design office contains all the important information, such as:

- **Display type** (e.g. pallet display with stackable trays or chute pallets)
- Format (e.g. CHEP, i.e. 600 x 400 mm, with rollers if necessary – depending on how it is to be placed in the salesroom)
- Quantity
- Printing or colouring (e.g. offset 4c or varying motifs and sub-series in digital printing)
- Type of delivery (e.g. in individual parts for assembly on site or directly set up and filled
keyword: Co-packing)
- Requested delivery date
- Budget specifications, where applicable
- Information on the classification in the communication strategy and ATL initiatives, in order to support them in a targeted way

In addition to the facts in the briefing, it is important to consider which products should carry the display, in what number or with what total weight. This may result in special requirements for the material and the construction. Here, it is also advisable to talk to the manufacturer of the displays at an early stage. Together the wishes of the brand manufacturers can be implemented. A display producer with a design department can even present their customer with a white sample in advance and present the finished display with a digital animation.

Phase 2: Implementation

The advantage when the packaging manufacturer directly produces a white sample: The brand manufacturer can test the load-bearing capacity and, if necessary, the structure of the display in advance. The initial ideas can then be further optimised. Then it is on to the final construction and the material composition: Do you use corrugated and solid board or is V-Board the better option? Does a standard display require any additional

constructions such as support struts or material reinforcements at certain points? Does the print image meet expectations or do adjustments have to be made? Only then can an exact calculation be made. After all, the brand manufacturer wants to know how much money they will have to spend on their secondary placement measure.

Phase 3: Production

During the production of the display, the aim is to achieve the desired end result step-by-step. As a rule, the agency of the brand manufacturer or the design expert of the display manufacturer assumes the task of creating the corresponding print data for the individual display elements. Depending on how many parts a display is made of, it is particularly demanding to set the graphics in such a way that an optimal overall picture is created after the display has been set up. The packaging manufacturer usually receives this digitally and uses it to create

the structural drawings for the display. They then apply the design to a sheet of corrugated or solid board, for example. This is done either by direct printing **in offset, flexographic, digital printing** or by laminating, with appropriate refinements if desired as well. The display manufacturer then punches or cuts out the individual parts which ultimately have to be assembled.



SCHUMACHER SPECIAL

The largest flat-bed die cutter in Europe

Schumacher Packaging & Display in Breda, Netherlands, now has the largest flat-bed die cutter in Europe. It can process sheet formats up to 1700 x 2500 mm, which even exceeds the Xb format. It is suitable for single and double wall corrugated board as well as for solid board. The modern large-format die cutter processes 2000 to 3000 sheets per hour and also impresses with its high fitting accuracy. In this way, even complex shapes

can be produced from as few individual parts as possible. This significantly expands the creative possibilities in the design of displays and reduces manufacturing costs.

Phase 4: Placement

Depending on the order, the packaging manufacturer manufactures the display and delivers it to brand manufacturers or retailers: Either completely erected or in individual parts with assembly instructions. The filling is carried out either by the supplied manufacturer or the retailer. Companies often have the displays delivered to them, equip them with the corresponding orders from their trading partners and then transport the completely filled displays to the respective markets or points of sale. Alternatively, brand manufacturers and retailers also have the option of receiving everything from a single source through [co-packing services](#):

The products are then made available to the co-packer, who then delivers the finished displays to the POS.

Before delivery, packaging manufacturers carry out load tests – either at the customer's request or at their own discretion: The displays are set up, filled with the products as intended and then moved with the lift truck or sent on a test drive with the truck. Successful load tests guarantee that the filled display will reach its place in the salesroom undamaged.

A glance into the industry

Erected in no time: The one-minute display

Whether it is on Valentine's Day, Mother's Day, Easter or Christmas, STORCK Deutschland KG presents its MERCI product variety at the POS with a pop-up display. The folding display is erected within one minute and ready to be filled. Thanks to its stable corrugated board construction, it can withstand a high product weight and can be transported quickly and safely to the desired place in the market. The display takes up very little space in the warehouse and is easy to handle. This saves several resources within the supply chain and the environment because it is completely recyclable.

Modular display solution for various promotion islands

In order to offer customers an emotional brand experience, Bahlsen GmbH & Co. KG launched the LEIBNIZ brand for the first time, a promotion with collection points. For the secondary placement at the POS, they had three offset-printed decorative corrugated board packages produced to cover the finished LEIBNIZ product displays (1/4 CHEP). With

the decorative packages, small (twice 1/4 CHEP), medium-sized (four times 1/4 CHEP) or large promotion islands (eight times 1/4 CHEP) can be set up flexibly and easily. A particular highlight: A large-format display acts as a peephole photo wall for large and small superheroes.



A true quick-change artist: One display for four

Four market novelties, which could not be more different, united on one display: The aim of the "Start-Up Heroes" project initiated by logistics expert CHEP was to support start-ups in their first steps into the POS. The project's first corrugated board display consisted of a base with corresponding insert, four crates each with two compartments above one another and a top sign. The display was manufactured using innovative digital printing

technology. This allows the top sign, which depicts the four products, to be permanently adapted for future start-up companies. CHEP set up and filled the displays on-site in the markets on quarter pallets with rollers. In the meantime, the project – now called "Promotion World" – and the display have developed further.



Always suitable for the season – thanks to digital printing

Whether it is for Oktoberfest, a picnic or camping season – the Mehlig & Heller butchery always offers the right products. The traditional company relies on a standard display in a proven design. The corrugated board display must carry sausage specialities with a net weight of 300 g each. The desired stability and load-bearing capacity as well as the corresponding size are guaranteed by a special one-piece construction. However, the highlight of the display is how easily it can be adapted to any

marketing campaign. Thanks to state-of-the-art digital printing technology, Mehlig & Heller can change the printing over and over again to match a wide range of seasonal sales promotions or the launch of special product editions. The butcher's shop assembles the finished displays itself and supplies them to retailers throughout Germany. The company has quadrupled its sales thanks to its constantly new, seasonal displays.



Checklist display strategy

1. Which product(s) should be promoted?

2. What is the overarching communication/ATL strategy for embedding the secondary placement in?

3. Where should the displays be placed?
 - Retailers: _____
 - Locations: _____
 - Inside the salesroom: _____
4. How should the displays be delivered/filled?
 - Erecting/filling in the market
 - Erecting/filling by the service provider
 - Erecting/filling by the manufacturer
5. In what quantity should the products be arranged in the display? _____
6. Which display format is suitable? _____
7. How many displays are required? _____
8. In which design should the displays be manufactured? _____
9. Which printing process is suitable for the design and the quantity?
 - Offset printing _____
 - Flexographic printing _____
 - Digital printing _____
 - Further/other: _____
10. What is the underlying timetable (e.g. launch of the campaign in the market)?
 - Start of the secondary placement in the market: _____
 - Delivery/filling by: _____
 - Production of the displays by: _____
 - Final design by: _____
11. What budget framework must be adhered to? _____
12. Who is taking responsibility for what?
 - Display design: _____
 - Display production: _____
 - Display erection: _____
 - Display filling: _____
 - Display delivery: _____



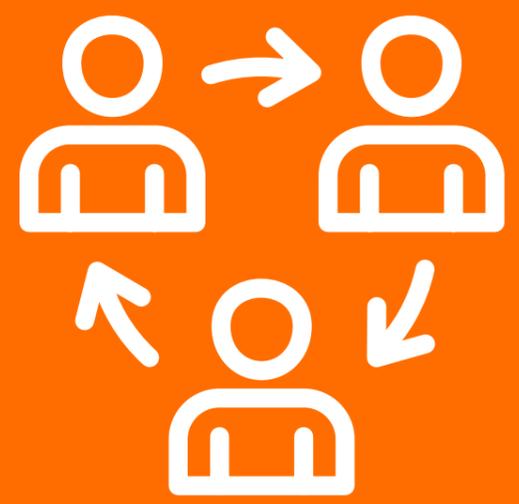
Key facts

- In order to stand out with the right display at the POS, brand manufacturers should start by looking for a packaging manufacturer who can also manufacture the display.
- In the drafting phase, all key data and requirements must be compiled and initial ideas developed.
- In the implementation phase, these ideas take shape in the form of digital animations or white samples. They are optimised and finally calculated.
- In the production phase, printing or laminating, punching, assembly and packaging follow.
- The packaging manufacturer then delivers the finished displays – which can also be subjected to a load test if required – to the brand manufacturer or directly to the POS.

Section 5:

The process of co-packing

An original marketing idea is not enough to win over the buyer with a secondary placement. Brand manufacturers have to tackle the entire process – from drafting to packaging to distribution. This requires perfectly coordinated logistics, sufficient storage space and, above all, more resources than for normal day-to-day business. However, the greatest challenge with the secondary placement lies in the interfaces between product, packaging and trade. Co-packing is a successful balancing act because all services come from a single source.



What is co-packing?

Co-packing is a logistics service in which products are packaged, assembled and commissioned in a variety of ways on behalf of the manufacturer. Co-packers or contract packers offer companies a resource-saving outsourcing of logistical sub-steps within the supply chain. In connection with the secondary placement, the main aim is to produce **in-packs and on-packs** (e.g. as special editions) – i.e. to add further articles to products in order

to boost sales. The equipping of displays is also one of the services requested. The co-packer then ideally delivers the assembled goods directly to the POS, less often back to the brand manufacturer.



Co-packing is a logistics service in which products are packaged, assembled and commissioned in a variety of ways on behalf of the manufacturer.

Secondary placements from a single source

Co-packing demands maximum logistical performance – from planning to just-in-time delivery. Product, on-pack and designed packaging must be brought together in the most efficient way. If even a single delivery is delayed, the entire process is disrupted: Downtimes in the packaging process, unused storage capacities and additional costs that are difficult to estimate can be the result. In the worst case, delivery to the POS is also postponed, which endangers the entire marketing campaign in the case of promotional measures with secondary placements. However, if the entire process – the initial supply of the packaging, the filling with the precise number of units and the final delivery, which safely transports the finished on-pack products or assembled displays – is in the hands of one source, the risk is significantly minimised.



SCHUMACHER SPECIAL

Full service from Schumacher Packaging Services

With the takeover of Konverdi Copacking GmbH in Lehrte, Schumacher Packaging has created a new service unit. Customers receive everything from a single source – from packaging development and production through to packaging and distribution at the POS. Schumacher Packaging Service has many years of experience in co-packing and works

closely with the other specialists in the Schumacher Packaging Group in order to best meet customer requirements from all sectors – including food, cosmetics and consumer goods.

Quality through manual work, efficiency through automation

To ensure that the secondary placement is not only at the POS in good time, but also that the quality of the exclusive promotional goods is right, quality checks according to the acceptable quality limit (AQL) are also carried out along the entire co-packing process. Manual packaging allows each individual product to be inspected, guaranteeing brand manufacturers the highest-quality final results. Since every new on-pack product usually requires new packaging and a new display, manual operations are more precise than machine operations. Automation makes sense and is profitable if the shape of the promotional packaging or the display remains identical and

only the print image changes. Thanks to innovative digital printing technology offered by Schumacher Packaging, industrial-sized batches of packaging and displays with identical structures can be split into any number of sub-series for the first time – from one to several thousand units. This offers brand manufacturers a wide range of opportunities to bring original promotional packaging and displays to the POS. The co-packing process is divided into four main phases – from drafting to placement on the sales floor.

Phase 1: Briefing/drafting

Brand manufacturers usually also approach a co-packing service provider with quite concrete ideas, which must first be discussed together and examined against the background of feasibility. Unlike the design and manufacture of a display, co-packing clearly focuses on the products themselves: What needs to be packaged and how? When a beverage is combined with baked goods, questions arise about cooling and humidity. When it comes to packing fragile items, the focus is on handling and packaging material:

Do you perhaps need special padding material or does the co-packer have to wear gloves, for example, in order not to leave fingerprints on the glass surface? Each product has to be considered individually during co-packing. In the drafting phase, the most important features of the product must therefore be translated into requirements for packaging and, if necessary, for a display. This is only possible in joint project meetings and on the basis of concrete white samples.

Co-packing focuses on packaging, but the associated logistical processes must also be defined and recorded in the order form:

- When should the finished promotional packaging or displays be delivered and to where?
- Does the delivery take place at once or over a defined period of time?
- Which storage capacities and resources does the co-packer have to reserve for his client?
- When do which components – the main product, the additional packaging product, the packaging, the display, etc. – arrive with the co-packer?
- How long can the co-packing process take until delivery?

Phase 2: Implementation

With the help of the white samples, the entire co-packing process can be played through. The co-packer fills the sample packaging and populates the displays – depending on the customer's requirements – and carries out transport tests. This makes it clear how and where the packaging can and must be adapted in order to make packing

easier or to optimise the end result. Here, it is advantageous if brand manufacturers, packaging producers and co-packers look for the ideal solution together. Once this is found, the project starts with the production of the promotional packaging and, if necessary, the display.

Phase 3: Production

The productive phase at the co-packer begins when all the components for producing the on-pack are available and the corresponding storage capacities for the finished packaging units or displays have been created. Their teams bring the products together and package them. At every step of the process, from one employee to the next, there is quality control until the on-packs are finally built on pallets or in displays.

The production phase itself is divided into three

sections: In the first phase, the output is not yet particularly large, as the packers first have to internalise all the manual operations. The middle section is characterised by the highest productivity and quality. As the packing routine increases towards the end of the production phase, but the concentration decreases, the co-packing company then guarantees the quality of the results through more intensive AQL spot checks.

Phase 4: Placement

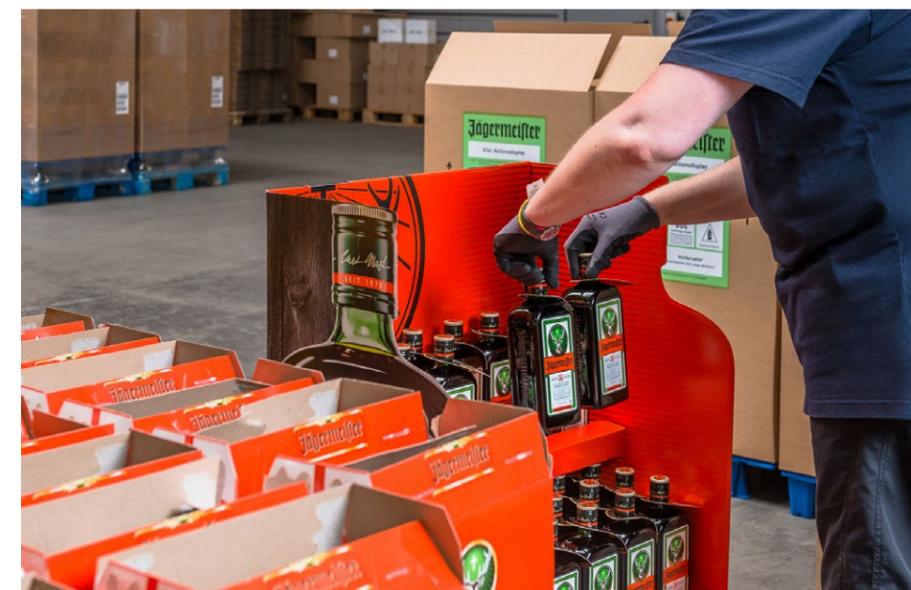
After packing, the goods must be made available for transport to the POS. It is important that information on handling, for example on non-stackability, is attached directly to the pallets. In this way, damage during transport is avoided. Precision is once again required in the delivery process:

When and how often must delivery take place?

Are the corresponding freight capacities available at the forwarding agencies?

The co-packing service provider controls the entire process until the on-packs or filled displays arrive at the respective point of sale. At the same time, the services are invoiced according to packaging units. If residual materials and products remain after completion of the project, the brand manufacturer decides whether to reclaim them, store them with the co-packer or have them destroyed.

A glance into the industry – Original on-pack solutions for the POS



Checklist on-pack solution

1. What is the reason for the o-pack? _____

2. What is the overarching communication/ATL strategy for embedding the secondary placement in? _____

3. Which product(s) should be promoted? _____

4. Which product(s) are included? _____

5. Where should the on-packs be placed?
 - Retailers: _____
 - Locations: _____
 - Inside the salesroom: _____
 - within a display (see supplementary questions 4 to 9 as well as question 12 from the checklist display strategy)
6. How many on-packs should be produced? _____
7. Which on-pack format is best suited for the products, the occasion and, if applicable, the display? _____
8. In which design should the on-packs be manufactured? _____

9. Which printing process is suitable for the design and the quantity?
 - Offset printing
 - Flexographic printing
 - Digital printing
 - Further/other: _____

10. What is the underlying timetable (e.g. launch of the campaign in the market)?
 - Start of the secondary placement in the market: _____
 - Delivery/filling by: _____
 - Production of the on-packs by: _____
 - Final design by: _____
11. What budget framework must be adhered to? _____
12. Who is taking responsibility for what?
 - On-pack design: _____
 - Packaging manufacture: _____
 - Co-packing: _____
 - Delivery: _____



Key facts

- Co-packing is a logistics service in which products are packaged, assembled and commissioned in a variety of ways on behalf of the manufacturer.
- For promotional packaging and displays, Co-packers take over the packaging of exclusive articles to main products as well as the equipping of displays.
- Co-packing focuses on the product and the packaging.
- In the drafting phase, the brand manufacturer (possibly with their advertising agency), the packaging manufacturer and the co-packer should already be talking about the requirements and feasibility at one table.
- Co-packing provides brand manufacturers with everything from a single source: Process control, packaging and delivery of the finished on-pack products or assembled displays to the POS.

Summary

Displays today and tomorrow



Stand out from the shelf! Attract attention and excite!

This is what secondary placements can achieve and from which both brand manufacturers and retailers – and of course the customers themselves – benefit. The design possibilities today are virtually endless: Thanks to state-of-the-art digital printing technology, packaging and displays can be produced more individually, quicker and cheaper than ever before. They can be equipped with scents, audiovisual effects or codes and digital extensions – the keyword here being "augmented reality". Original and smart promotional packaging and displays bring advertising and sales together at the point of sale. Even if customers know about the intended effect of secondary placements⁷ – they still like to be impressed by them.

In order to realise an attractive POS promotion, a good portion of creativity is naturally required. From the initial idea to the placed product, packaging specialists and co-packers offer valuable support. They provide brand manufacturers with constructive advice and can draw on many years of experience. They offer proven processes, tests and samples and take care of design, material selection and logistics. In this way, brand manufacturers can focus entirely on the goal of their secondary placement measure: To inspire customers at the POS with the brand.



⁷ https://www.gs1-germany.de/fileadmin/gs1/basis_informationen/Universitaet_Siegen-Wie_wirken_Promotion-mechaniken_am_POS.pdf

About Schumacher Packaging

F

Progress and vision

We are one of the largest packaging manufacturers in Germany – with sales markets from Scandinavia to Italy and from the UK to eastern Europe. Through continuous, organic growth, we create and secure jobs all over Europe. Our aim is to expand our presence to international market leadership.

I

Innovation and technology

We continually invest in the development of future-oriented technologies and have been an innovation and productivity leader in the packaging industry for many years. We offer our customers current solutions according to their individual requirements, along with flexible and rapid manufacturing and supply, all over Europe.

R

Respect and responsibility

We act with our environmental and social responsibility in mind. We produce our packaging from renewable raw materials – with a beneficial carbon footprint. We try to reduce our energy consumption with every investment decision. We thus focus our activities on sustainability and being fit for the future.

S

Strength and expertise

We draw on the expertise, performance and economic potential of a total of 30 European sites with around 3500 employees. For us, the functionality and reliability of our products and services are a top priority and we ensure compliance with the highest quality standards.

T

Tradition and values

For three generations, we have been an owner-managed family business: Our philosophy is "made by people, for people". Having a trustworthy relationship with our employees, customers and suppliers is especially important to us. Our many long-term partnerships are evidence of our efforts in this area.

Company information

Published by

Schumacher Packaging Group
 Friesendorfer Strasse 4
 96237 Ebersdorf bei Coburg, Germany
 Germany
www.schumacher-packaging.com
info@schumacher-packaging.com

CEOs: Björn Schumacher and Hendrik Schumacher

Design and editorial team

Schumacher Packaging & Display
 Luc Swaenen, former Managing Director
 Bob Malfliet, General Manager
 Kathrin Schreiber, Display Consulting Germany

Schumacher Packaging

Norbert Hager, Member of the Executive Board
 Catrin Martin, Marketing/Public Relations
 Bernd Köbler, Sales Management
 Steffen Wachsmann, Sales Management

Schumacher Packaging Services

Michael Marquardt, Managing Director

Möller Horcher, Public Relations GmbH, www.moeller-horcher.de

Layout

Lithografika GmbH, www.lithografika.de

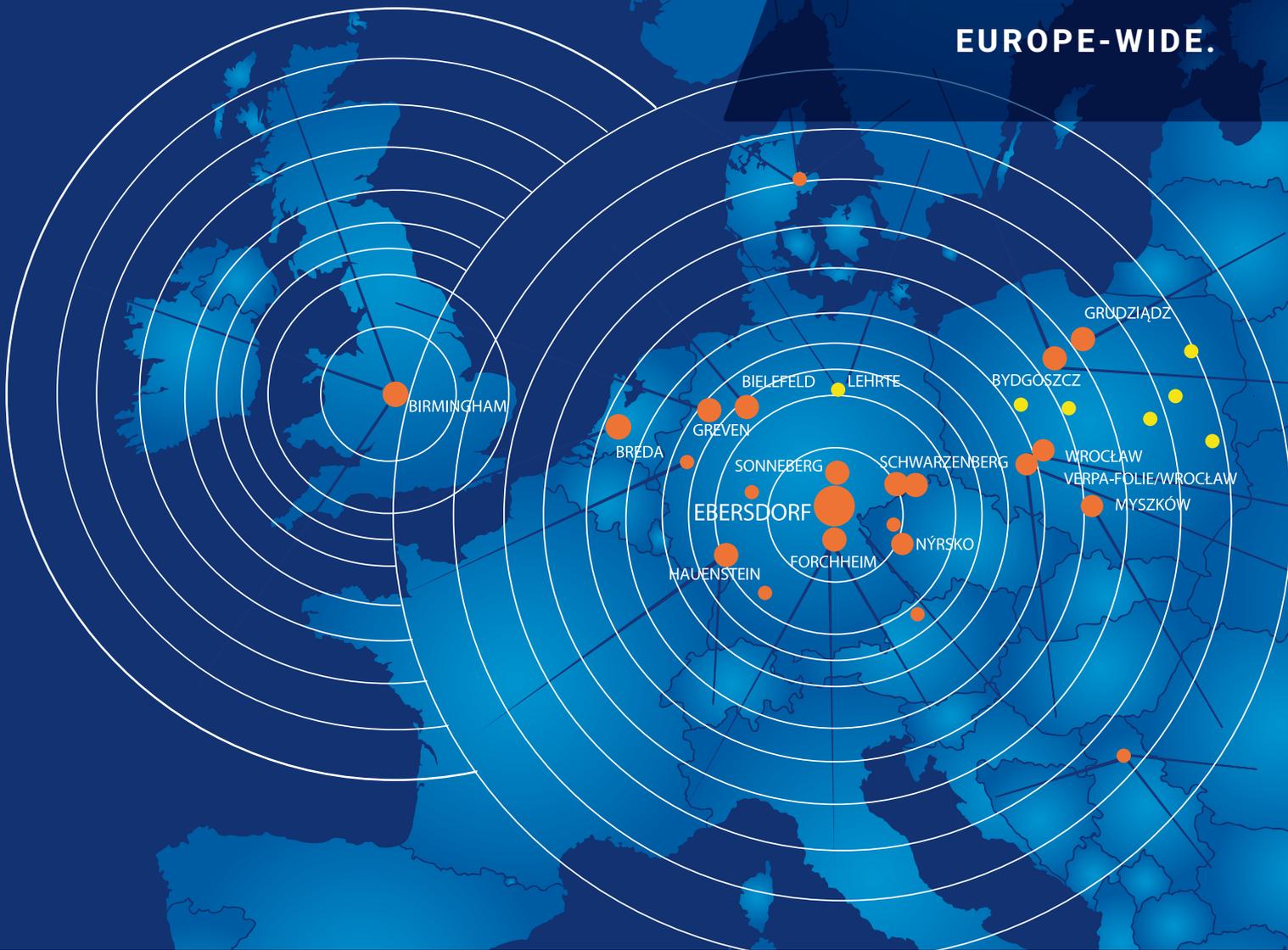
Edition 1

The content of this e-book has been compiled with great care. However, we cannot accept liability for the correctness, completeness or current validity of the content.

© Schumacher Packaging Group

All rights reserved – including those relating to the duplication, editing, distribution and any type of reproduction of the contents of this document or parts thereof outside the limits of copyright law. Any activities of this kind require the written consent of Schumacher Packaging. Schumacher Packaging reserves the right to update and change the contents. Any and all data and contents visible on screenshots, graphics and other image material shall be for demonstration purposes only. Schumacher Packaging shall not be liable for the contents of this presentation.

**ASSURED QUALITY.
INNOVATIVE.
EUROPE-WIDE.**



**30 LOCATIONS:
16 plants
7 sales offices
7 service centres**

Schumacher Packaging GmbH
Werk Ebersdorf
Friesendorfer Strasse 4
96237 Ebersdorf
GERMANY
Tel.: +49 (0) 9562 383 0
Fax: +49 (0) 9562 383 299
Contact: info@schumacher-packaging.com

www.schumacher-packaging.com