

Project Overview - Carter's

The project objective was to design a pallet display for Carter's to send into Sam's Club on a seasonal basis. This display was to hold 54 sku's, which would be on hangers. Given the structural demands of that much hanging weight, we had a metal structure developed that we could conceal with graphics.

We provided three initial concepts. These concepts allowed shopping from three sides to facilitate the display being used as an endcap when needed.

We created a full size prototype for Carter's to present to Sam's Club. Once the concept was approved, we produced 575 of the displays. We then moved the completed display components to our fulfillment center, and set up the displays on pallets.

Our fulfillment center received four containers of their products from overseas, and packed out 54 sku's into each display. The assembled displays were then shrouded, shrink-wrapped, banded and labeled for distribution.

We are proud to share that the second display produced in this series won a "Gold" award in the Design of the Times Competition.



