Easy to shop, load, install… and it's sustainable

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POP Displays is rolling out a new paper plate shelving system that is easier to shop, install, update and is made from 95% recycled materials… at a lower cost.

It all started with the need for plates to be easier to shop. When paper plates are stacked on a shelf, they look cheap and are uninviting to shop. Shoppers lost the opportunity to match more colorful plates and bowls and retailers lost incremental sales and profits from these higher priced purchases. The category risked becoming a commodity category dominated by low priced paper plates.

"This has been a great example of how a merchandiser can address both shopper and retailer needs and be more sustainable without adding any cost. In fact, we were able to engineer this patent pending system to cost less than the prior system." observed Joe Berzok, Senior Vice President of Sales at POP Displays.

POP Displays seeks to incorporate eco-friendly solutions in all its displays. This unit was produced with 95% recycled plastic without sacrificing the integrity of the unit's functionality, durability or structural integrity. The remaining 5% is color, which enables a clean appearance and camouflages different shades in the regrind.

The prior system had five parts and a simpler merchandiser was needed. The system designed by POP Displays has just two simple parts: a rail that attaches to the shelf and a universal track with a wire fence that snaps into the rail. With just two parts, the unit assembles in half the time.

Not only does this unit install in half the time, but restocking and updates are simplified, reducing retailer labor cost. The wire fence folds down so product can be quickly refilled and it pops back up to hold the product in place. To reset the planogram, the retailer simply snaps the track out of the front rail and snaps it back into the new location.

As simple as the unit looks, it was a challenge to accommodate the various sizes and shapes (large and small paper plates and bowls). Engineering designed the track with wings on each side to enable smaller products to sit centered in the track with larger products resting on the wings. The wire fence bevels to create two points of contact so that flat plates rest against the center and bowls rest against the corners.

Delivering a product with improved shoppability, functionality, speed of installation and sustainability was made even sweeter with a unit cost lower than the prior unit. The lower price was a result of fewer parts and the use of recycled material.

In the end, consumers have a more enjoyable shopping experience with a clear visual read of the products on a neatly organized shelf. Comparing products, sizes, designs and

other features results in a simpler purchase decision. Retailers save time and labor cost on installation, resets and stocking, as well as saving money. And with the more upscale, profitable items clearly visible, the opportunity exists to increase basket size as shoppers mix and match products.

The shelving system can also be re-purposed to other categories. The unit is designed to hold various sizes and shapes with durability and lack of stress points. This makes it ideal for other categories with heavy products or categories that suffer from shopper abuse. And its sustainability advantages and low cost make it an attractive option.