

## Client: Red Rhino - Display for Cub Cadet XR2 Robomo

### Project Description

Retail standee for displaying a new Cub Cadet XR2 product, complete with brochures and pick tickets (for order fulfillment at the cashiers).

### Challenge

Red Rhino approached Lowe-Martin to assist them in developing a retail use floor standee capable of holding a 25 lb shell product, that was attractive, sturdy and assembled at the retail level with relative ease.

### Benefits & Solutions

This opportunity started with Red Rhino supplying a rendering of what their studio pictured the standee looking like. From the rendering we developed die lines and then produced a prototype so we could test the sturdiness of the unit when assembled. This allowed the customer to determine if they were happy with the overall appeal of the standee graphics at 100% size in full colour.

In total, 75 English standees were produced and delivered in a relatively short time. With our team of structural designers and large format specialists, LM recommended a combination of suitable substrates, blending strength with printability and cost effectiveness to hold the product.

To support the standee at the retail level, we also provided 2 clear plastic pockets - one to hold brochures and one to hold "pick tickets" (these are brought to the cashier for payment while the product is retrieved from the warehouse).

### Production Specifications

Quantity: 75 English

Substrate: 4mm and 6mm coroplast combination

Printing: Large Format Digital for the display. Litho for the brochures and digital for the pick tickets.

### Process

