



MERCHANDISING MATTERS INC.
WE RENDER IMAGINATION

Design Portfolio



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Idea. Concept. Design. Result.

We are a full service design and communications firm. At the core of our organization is a creative team that includes both graphic and structural designers. Our ability to generate innovative ideas, develop existing concepts, and provide manufacturing, gives our clients a distinct advantage. In essence, we will enter and exit the overall process at a point best suited to your needs.

It is our belief there is no such thing as a minor detail. Every form of communication including product branding, packaging, permanent and non-permanent merchandising is an extension of your company's message. Our unique blend of services allows our clients consistency across forms without compromise.

Please browse our portfolio to capture the scope of our craft. We are keen to develop new relationships and value every opportunity. Contact us and let our enthusiasm, creativity and proven track record be manifested in your future marketing efforts.



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Program



design, print, die-cut, glue

Product Branding Program

Directive Design and develop a logo in tandem with several marketing elements for the re-launch of a one-time use camera.

Strategy Several concepts were pitched and ultimately streamlined into one final design that was carried across each element. Action sport images were used to infer the product's durability and versatility. Product packaging, in-store display and specification sales sheets were all part of the re-branding effort.

Materials and Methods 4 colour process lithography using 115lb gloss stock, E-Flute and B-Flute corrugate, mounting, die cutting, gluing, screen printing and image rental.



design, print, die-cut,
glue, vac-form, assemble

Shaver Product Launch

Directive Develop a merchandising program for the launch of a new shaver product. Elements include a pre-launch sales kit, sales information sheets, coupons and in-store displays.

Strategy The sales team was provided with a briefcase style piece that held several sample products along with technical information that could be used during presentations. Graphic direction was taken from the packaging and carried through the sales sheets and merchandising. Tilt back displays were used to ensure easy set up at retail.

Materials and Methods 4 colour process lithography using 100 and 115lb gloss stock, vacuum forming using .060pt styrene, E-flute/B-Flute corrugate, screen printing, mounting, die-cutting, gluing and hand assembly.



Permanent

develop, print,
fabricate, assemble

Monitor Mount Display



Directive Develop a metal counter display to merchandise three specific monitor mounts within a pre-determined area.

Strategy Sixteen gauge metal was laser cut to size and bent to form the body. It was spray coated to match the product. A printed card was attached illustrating the product's easy installation and various applications. The open area at the bottom allowed the retailer to inventory the mounts directly below the sample pieces making consumer purchases effortless.

Materials and Methods 16 gauge metal, laser cutting, fabrication, 4 colour process lithography, powder coating, assembly, individually packed.



design, CNC, fabricate
installation

Custom Furniture

Directive Design and develop several furniture and display pieces for industry specific products and services.

Strategy Solid oak, oak veneers and matching laminates were used for a consistent look and feel within an established environment. Brushed gold pressure laminates, slat-wall with metal inserts and solid wood rosettes were details for both aesthetics and functionality. Each piece was engineered and designed to adhere to a prescribed footprint within the overall plan.

Materials and Methods Solid oak, oak veneer, laminate, plywood, MDF, slat-wall, CNC machining, mill fabrication, spray staining, installation.



Print

design, print, hot stamp,
die-cut, d-tape

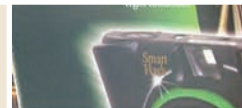
SmartFlash Wobbler



Directive Design a shelf talker to excite and inform the consumer about developments in new flash technology.

Strategy Two similar photographs were placed side-by-side illustrating the effect of the improved technology. This seeing is believing tactic allowed the piece to capture the consumer's attention, while clearly demonstrating its benefits. Gold hot stamping and a creative die-cut added interest.

Materials and Methods 12pt. white C2S card stock, 4 colour process lithography, gold foil hot stamping, die-cutting and d-taping.



design, print, bindery

Foster Parents Plan Gala Invitation

Directive Design and produce an invitation for an upcoming charity event.

Strategy An invitation to attend the client's first ever telethon was a blend of both pertinent information and subtle messaging. Monochromatic hues and an offset stock achieved a balance between cost and promotion.

Materials and Methods 6pt recycled stock, 4 colour process lithography, trimmed and scored.



Design



design, print, bindery,
hot stamp, UV

Facilities Directory

Directive Design and develop a resource guide to showcase cemetery properties and services.

Strategy A wire bound book format was chosen to provide strength, ease of handling, and to allow flat deployment when opened and placed on tables, podiums and/or lecterns. Each facility received a two-page spread laden with images accompanied with pertinent information. A property services chart and regional map complemented the directory. Gold foil hot stamping and spot UV coating throughout further elevated the prestigious feel of the piece. Heavier stocks were used to improve desired longevity.

Materials and Methods 8 and 12pt white C2S stock printed 4 colour process lithography plus one special PMS colour, matte varnish, spot UV, gold foil hot stamping, trimmed and wire bound.



Directive Design a baby announcement package that can be mailed to friends and family.

Strategy In an effort to share their excitement, a series of cards were developed featuring black and white photography of family and baby. Some fashioned as postcards, others designed for framing, the collection provided a glimpse into the joy of a new arrival. A monochromatic colour scheme and an iconic pram were chosen to complement the elegance of the photography. The collection was banded and mailed.

Materials and Methods 8pt white C2S card stock, output on a die-sublimation printer, trimmed, hand collated, and banded.

design, print, trim,
assemble

Baby Announcement



Packaging



design, print, die-cut,
glue, d-tape

Fuji Z1 Gift Package

Directive Design and structurally develop a promotional camera kit package to hold: camera, camera case, memory card, USB drive, photo album and all instruction manuals.

Strategy A book style design was engineered to allow the consumer to see the contents of the kit in a unique and functional manner. Simplex and tuck style cartons were engineered to form the structure with an independent spine acting to secure the pieces. Special metallic inks were used in the printing process to tie in with the sleek silver finish of the camera.

Materials and Methods 4 colour process lithography plus metallic inks using 100lb gloss stock, E-Flute corrugate, mounting, die-cutting, gluing, and hand assembly.



design, print,
die-cut, glue

World Cup Gift Pack

Directive Create a promotional package to hold a one-time use camera and an authentic miniature World Cup soccer ball. The program will be featured during the event as an incentive with purchase.

Strategy A one-piece tuck style box was engineered to secure the unique shaped components. A round die-cut aperture allowed the consumer to see and touch the actual ball. Licensed World Cup graphics alongside a clever tag-line completed the overall look.

Materials and Methods .020pt SBS board, 4 colour process lithography, OPP lamination, die-cutting and gluing.



Display



design, print, die-cut

Bonus CD Display

Directive Design a display piece to communicate an upcoming promotion that entitles consumers to receive their pictures on a CD free with qualifying purchase.

Strategy A stylized image was created to visually convey the offer quickly and effectively. A short message and photos of qualifying products completed the layout.

Materials and Methods 4 colour process lithography, E-flute corrugate, mounting and die-cutting.



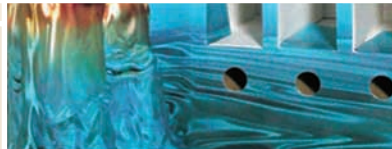
design, print, die cut,
vac-form, finishing

Revlon Counter Unit

Directive Design and develop a counter display to merchandise several different cosmetic products within a pre-established footprint using a client provided water theme.

Strategy A vacuum formed tray using clear material was chosen for both its structural and creative contribution. An image of water was attached to the underside making the product appear as if it were floating, while allowing the theme to be uniquely carried across both components. The tower was constructed from E-flute corrugate and card, die-cut to shape and finished with a printed wrap. Each unit was packed individually.

Materials and Methods .040 clear PETG, 4 colour process lithography using .020 and .010 pt card stock, OPP lamination, E-flute corrugate, vacuum-forming, die-cutting, gluing and hand assembly.



Program

design, print, die-cut, glue

Magic Artist Floor Display



Directive Engineer a floor display to hold 24 colouring kit packages that is easy to set-up and graphically appealing to the target market. Develop a tag-line for the promotion.

Strategy Vibrant colours and well-branded Disney characters were splashed everywhere for this children's colour pencil kit promotion. The program's tag-line "Create Some Magic!" engaged and inspired all the little budding artists. Floor and counter merchandisers were assembled and shipped as pre-packs to ensure easy deployment at retail.

Materials and Methods Large format 4 colour process lithography, E-Flute/B-Flute corrugate, screen printing, mounting, die-cutting and gluing.



design, print, die-cut, glue

Product Launch

Directive Design and develop a merchandising program for a product launch. The floor display design must provide a flexible planogram.

Strategy The launch of a triple blade razor was a milestone in product development for the client and introducing it to the consumer effectively was paramount. A larger than life replica of a razor was the eye-catching centrepiece of the floor display. Product trays were intentionally designed to sidewinder specifications allowing the sales force to sell them as standalone units.

Materials and Methods Large format 4 colour process lithography, E-Flute and B-Flute corrugate, silver foil board, screen printing, mounting, die-cutting and gluing. Components were shipped as a complete set to the retailer with a step-by-step set-up instruction sheet.





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