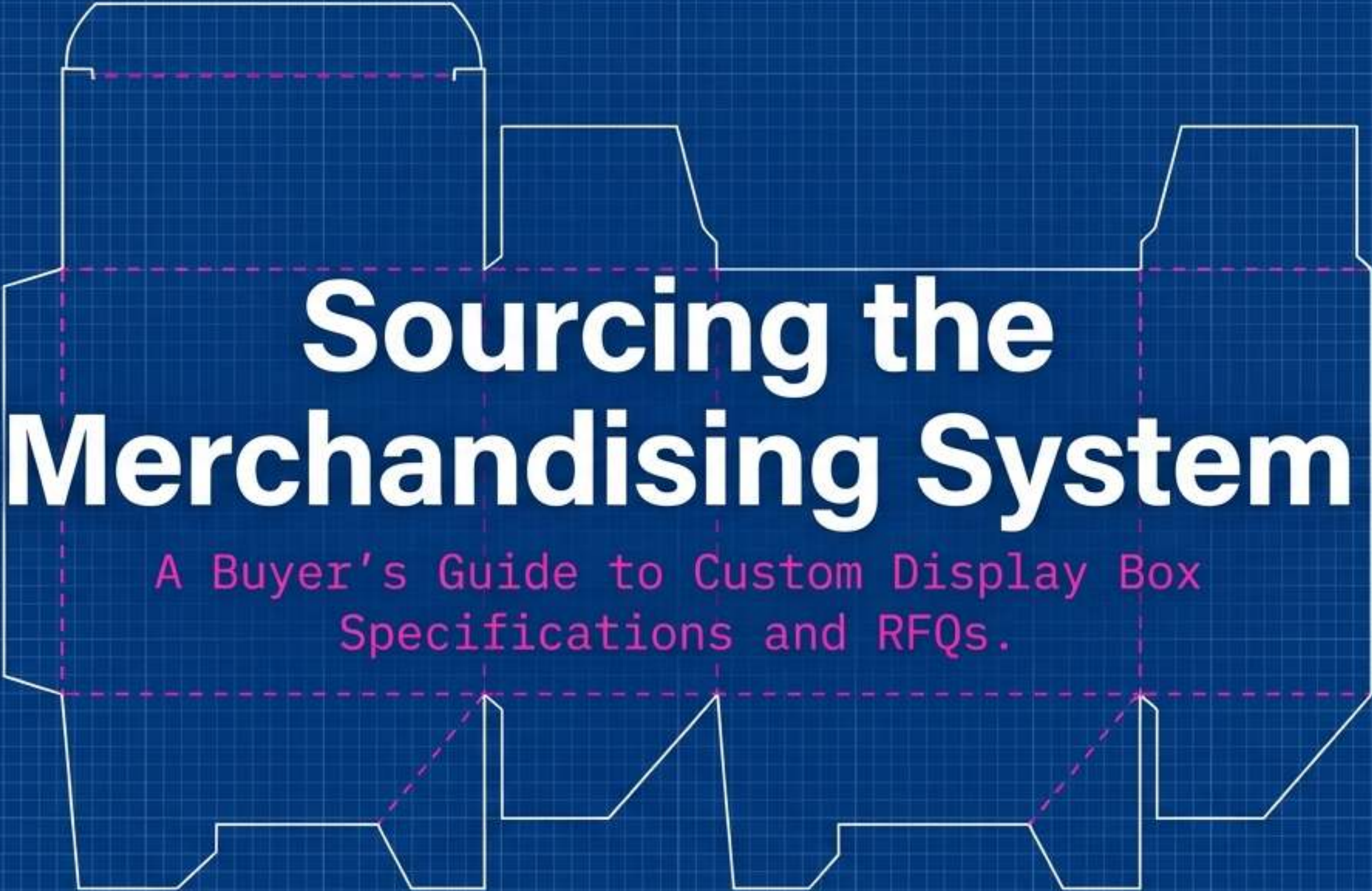
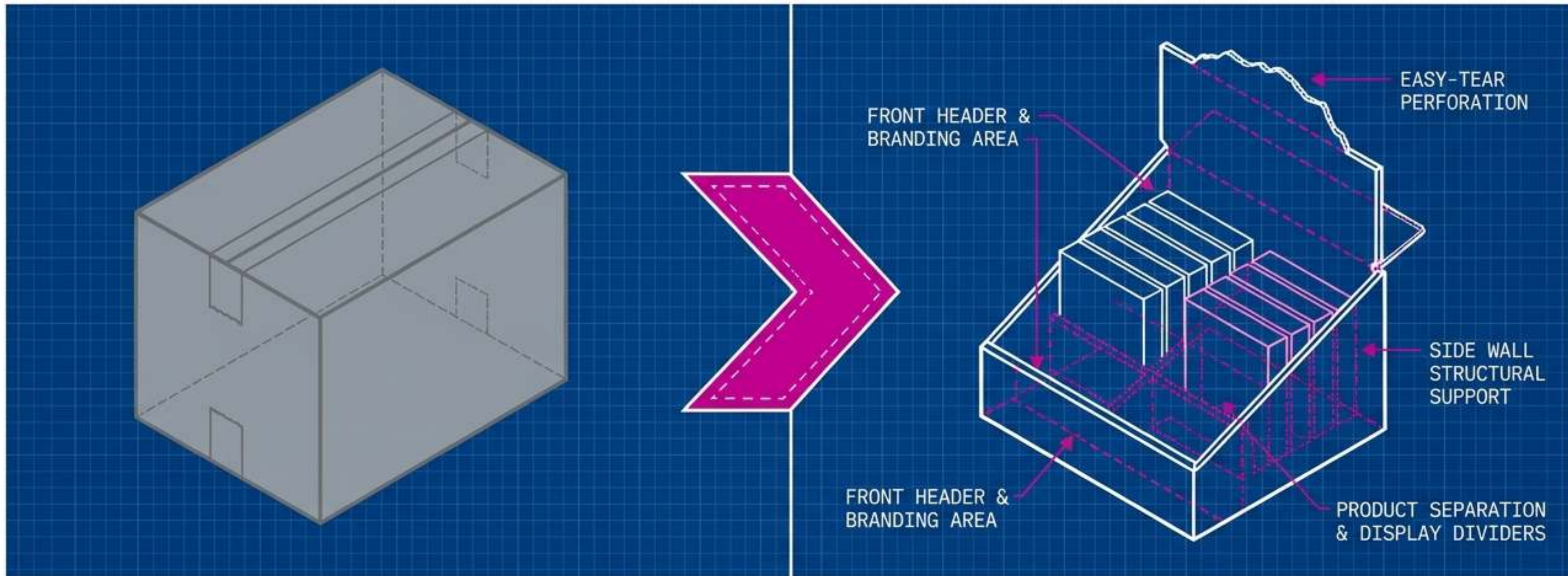




Sourcing the Merchandising System

A Buyer's Guide to Custom Display Box Specifications and RFQs.

REV.01 // STRUCTURAL & GRAPHIC PLANNING



Stop Buying Boxes. Start Sourcing Systems.

“Custom display boxes should be sourced as retail merchandising systems.”

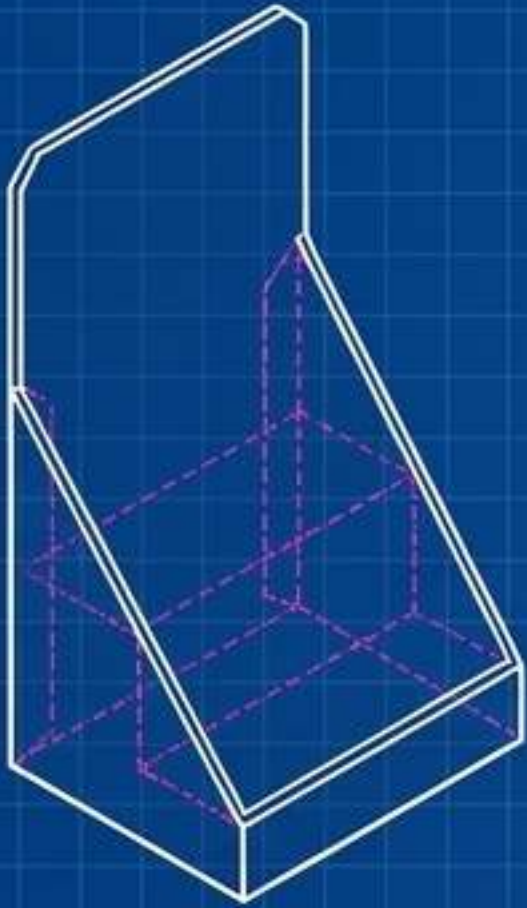
A display box is not just a container. It is a highly engineered intersection of structure, product access, branding, and retail handling. Your RFQ must reflect its dual role: surviving the supply chain and performing at the point of sale.

The Packaging Taxonomy

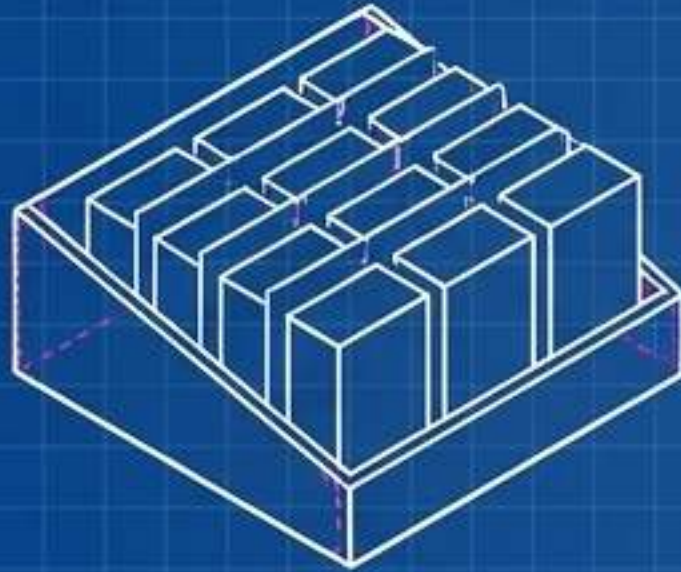
Packaging Type	Primary Purpose	Key Feature	Target Audience
Folding Cartons	Enclose a single product	Individual unit protection	The end-user
Gift Boxes	Recipient presentation	Unboxing experience & aesthetics	The gift recipient
Corrugated Shippers	Transit focus	Load capability & impact resistance	The supply chain
Display Boxes	Visibility, access & organization at POS	Structure designed for merchandising	The retail shopper & store staff

⊕ The term "display box" does not inherently guarantee load capability, specific board grade, or retailer acceptance.

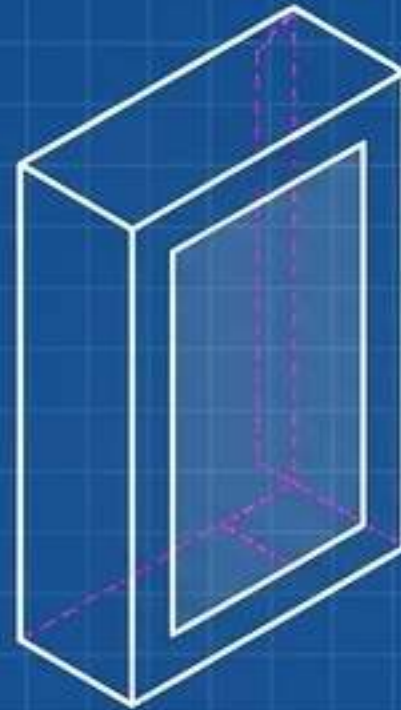
Define the Structural Archetype



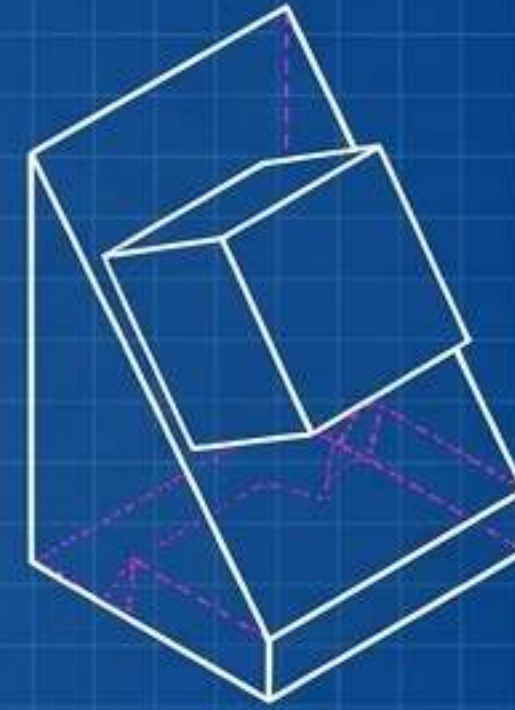
1. Counter Unit
(Standalone POS display)



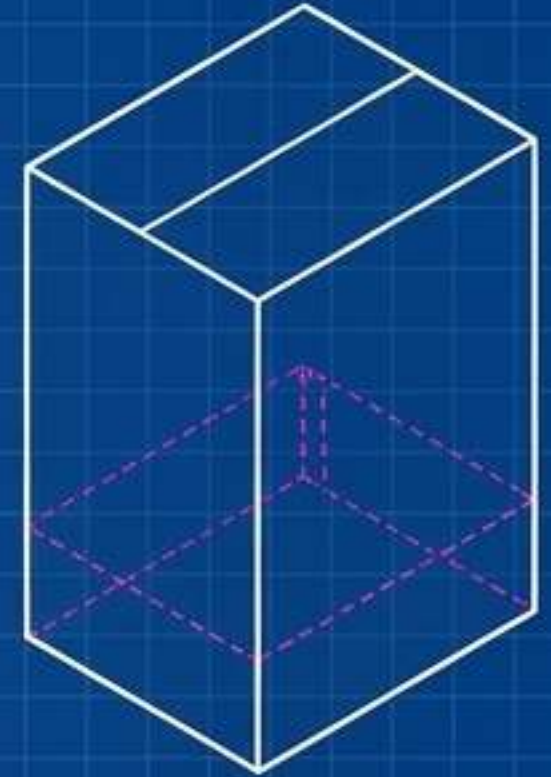
2. Shelf-Ready Tray
(Organized replenishment)



3. Windowed Pack
(Individual product visibility)



4. Product Presenter
(Staged orientation)

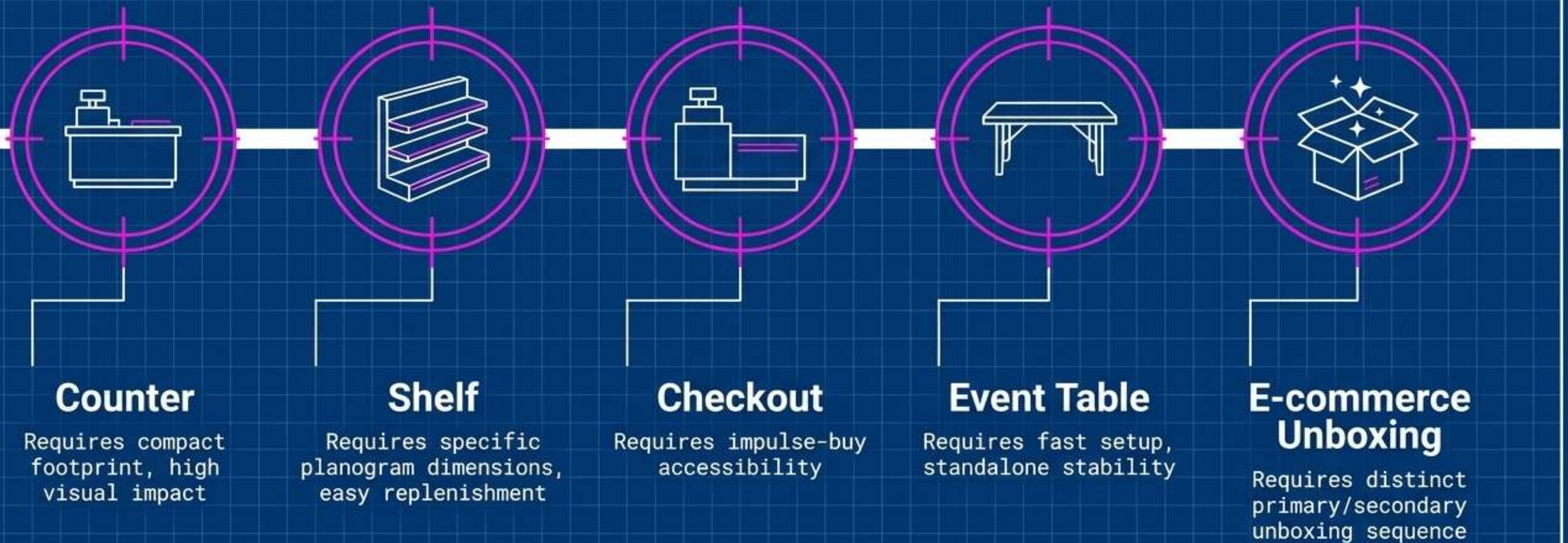


5. Converting Outer Pack
(Transport shipper that converts for shelf use)

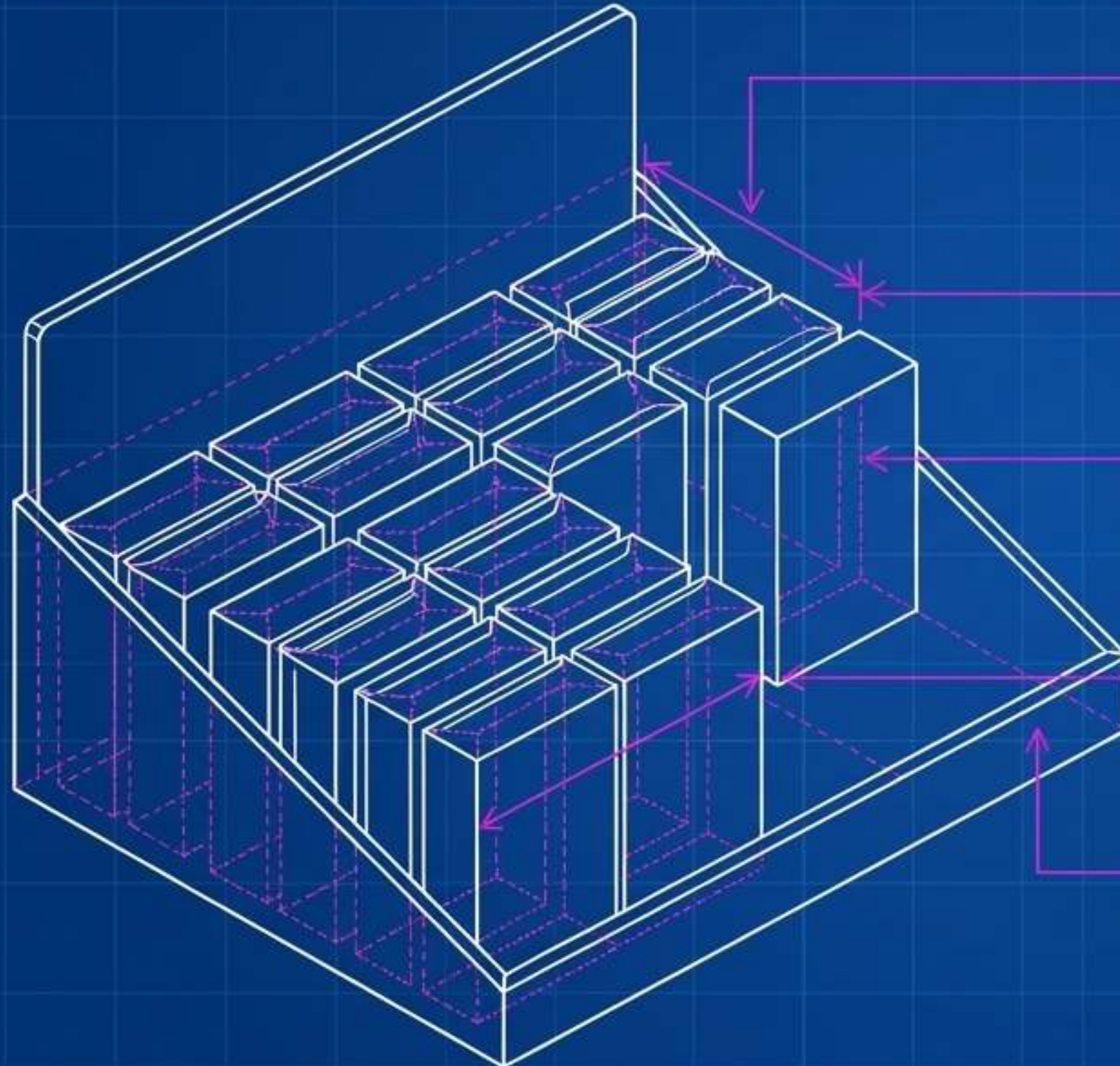
NOTE: If specifying a tray, clarify if a separate shipper is required.

Map the Final Environment

Start with the destination. The retail environment dictates the structural integrity, footprint, and visual hierarchy of the display.



Product Interaction Mechanics



Removal Sequence: How does the shopper extract the first vs. the last item?

Replenishment: How easily can staff restock the unit?

Retention: Do products need structural support to remain upright as the display empties?

Facings: How many products are visible simultaneously on the front row?

Features: Does the display require a header, internal dividers, or a tear-away access panel?

The Three-Zone Graphic Blueprint

Zone 1: Shopper-Facing Zone
Focus: Branding hierarchy, product visibility, consumer warnings.

Zone 2: Staff-Facing Zone
Focus: Assembly instructions, planogram data, retail barcodes, opening instructions.

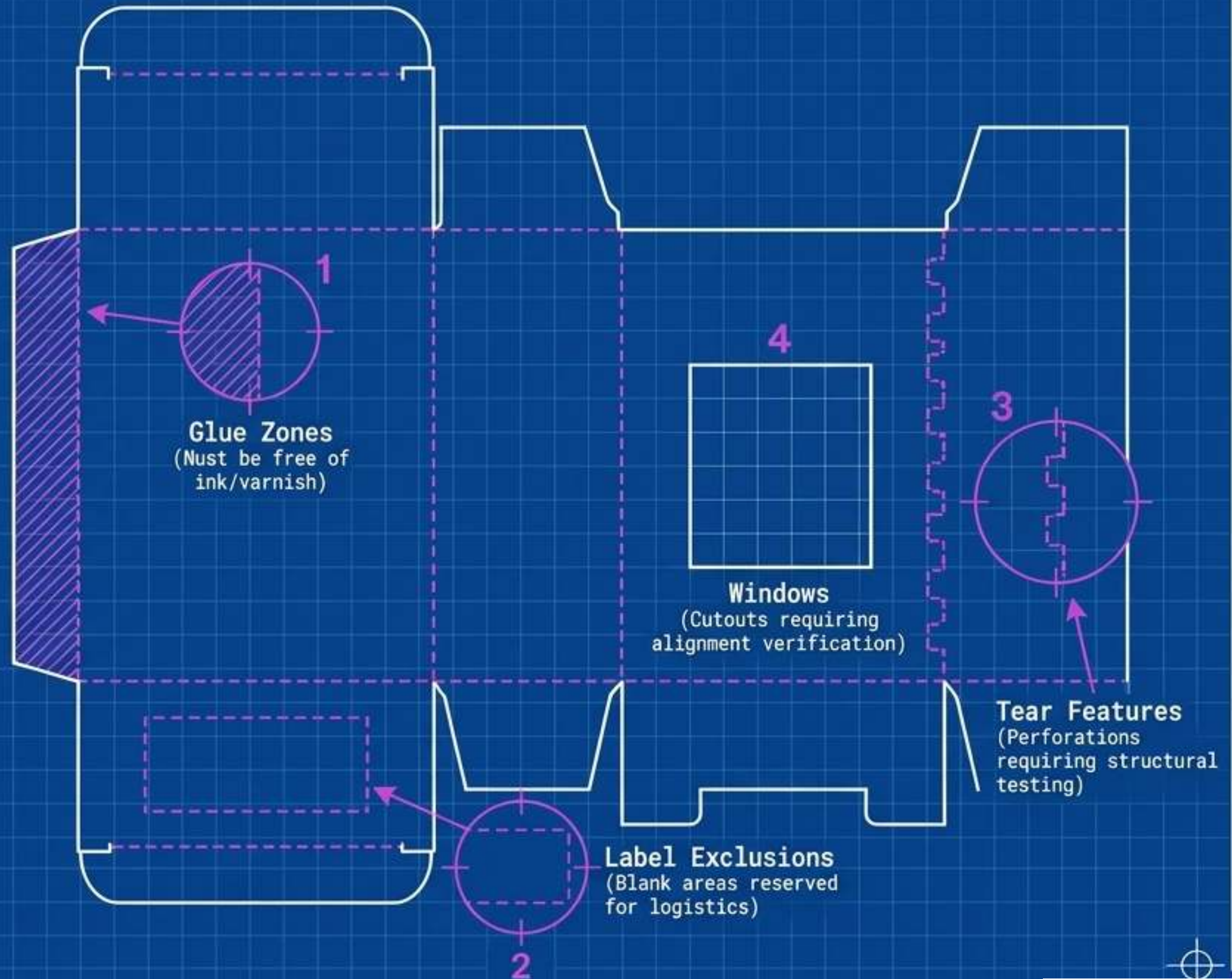
Zone 3: Transit/Logistics Zone
Focus: Shipping labels, outer-carton markings, handling symbols.

Retailers impose strict planogram, barcode, and labeling expectations. Identify these upfront rather than assuming a standard display will qualify.

Anatomy of the Dieline Specification

Checklist for Artwork Supply

- [] Supply full vector assets, colors, copy, and translated languages.
- [] Provide product dimensions, layout, and desired access points.
- [] Include retailer marks, warnings, and compliant barcodes.



Risk Diagnostics & Structural Review

Specify the risk. The following product profiles require specialized structural engineering and material testing review:



1. Heavy

Risk of base failure or tray buckling



2. Fragile

Requires internal retention and impact buffers



3. Sharp

Risk of piercing the primary display material



4. Regulated

Subject to compliance or specialized warning requirements

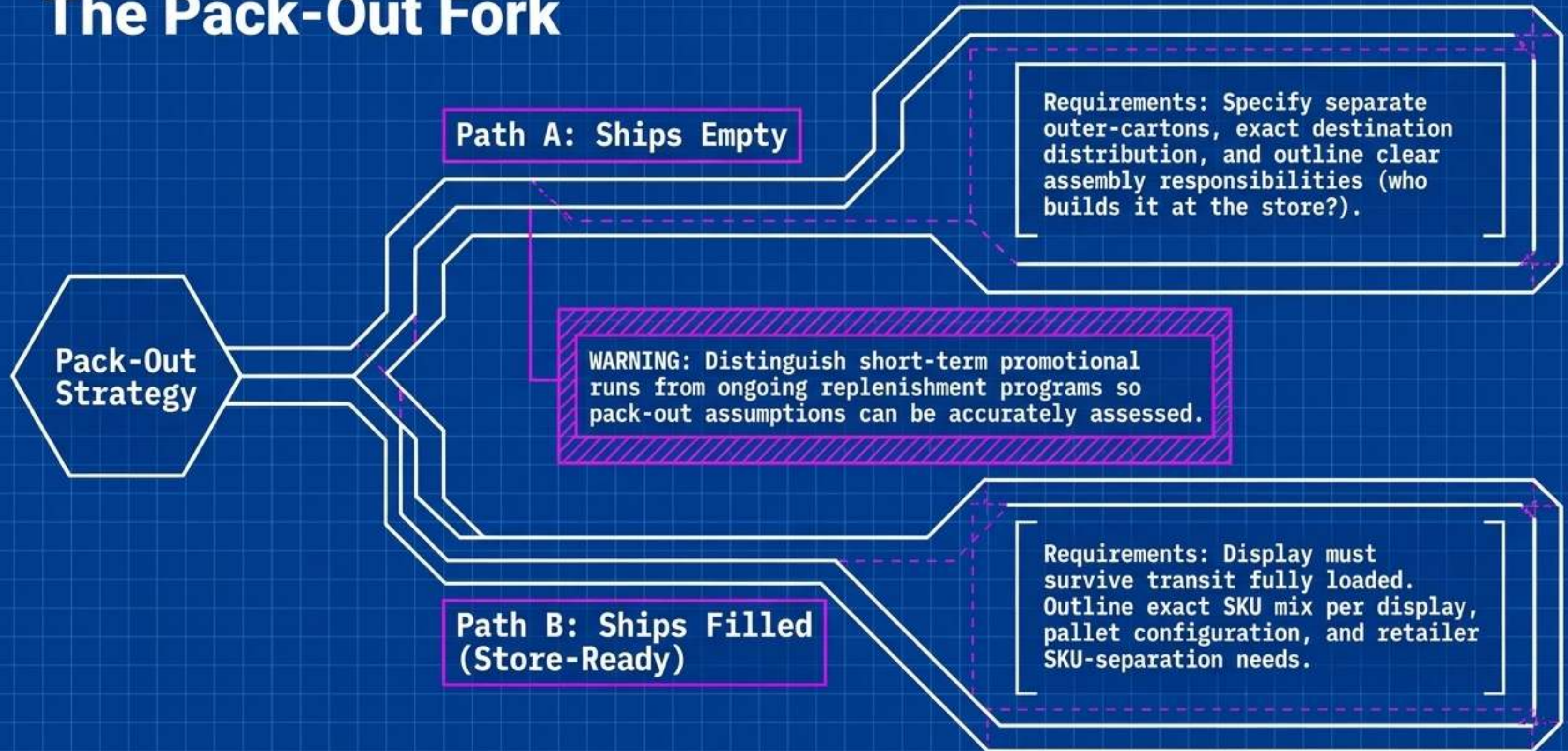


5. Food-Contact

Requires certified boards and migration-safe inks

Critical surface, material, performance, or compliance requirements demand physical sample and testing review prior to production.

The Pack-Out Fork



The RFQ Pre-Flight Dashboard

Environment & Role

- ✓ [1] Define retail environment, display role, shopper interaction, and replenishment model.

Structure & Access

- ✓ [2] Provide product layout, number of facings, access method, and tray/header/window needs.

Art & Compliance

- ✓ [3] Supply structural drawings, panel artwork, barcodes, warnings, and retailer information.
- ✓ [4] Flag product retention, fragility, compliance, food-contact, or testing requirements.

Logistics & Assembly

- ✓ [5] Identify display-to-shipper conversion, label zones, and assembly constraints.
- ✓ [6] Give exact quantities by display/SKU, filled or empty delivery state, and final destination.

Validation

- ✓ [7] Request assembled structural and print samples/testing for critical requirements.



Final suitability is not assumed.
It is proven through quotation, artwork,
material, and sample review.

Request assembled samples whenever visual
impact, retention, or conversion behavior matters.

RESTRICTION: This framework makes no promise of retailer acceptance, structural performance, material grade, certification, MOQ, or lead time.

CRITICAL: Do not treat a display box as a validated transit shipper without dedicated structural review.