



Press Release from the Panther Group

Panther Universal Display Display and tray as a quick-change artist

The Panther Group has introduced a new and unique display concept for the most effective scope of use. With only a few basic elements, the Panther Universal Display fits onto all standard pallets, from the 1/4 to the 1/3 to the 1/2 pallet and the associated basic dimensions. The objective of this development was to offer a standardised display world which at the same time takes into account the wide variety of approaches to selling and at the same time is built from the minimum number of components. Among the features to which the term “Universal” applies are the savings potentials generated by higher production runs – because this is a system with a great range of applications.

The new concept scores even before it shows off its visual qualities at the P.O.S.: this display system produces huge benefits and savings not only in the logistics sector, but also through the reduction to the small number of constituent parts and the significant simplification of assembly and administration.

The market puts it this way: Required are standard displays with the greatest possible diversity of versions and optimum handling, as well as fast assembly; displays which place no restrictions on creativity and at the same time give cost aspects due consideration. The overall virtues of display systems are increasingly assessed in terms of effectiveness: co-packing, warehouse storage and freight costs should be reduced to an absolute minimum or eliminated completely.

These market demands are met by the new concept. Among the features to which the Panther Universal Display owes its versatility are the two shell components, which with their uniform dimensions of 300 x 400 mm can be positioned on all three pallet



sizes. Whether in the basic sizes 600 x 400, 800 x 400 or 800 x 600 mm, the rear pieces can always be arranged to fit, thanks to an ingenious folding technique. Pluggable „noses” serve as connection pieces. Depending on requirements, the rear pieces can be folded along their pre-shaped grooves to the necessary side length (either 300 or 400 mm) and firmly connected to each other.

For use in combination with the ½-pallet, too, where the rear pieces each take up half of the 600 mm-sized side length, a reliably strong overall display is created, the height of which can be tailored to customer's requirements. For example, the structure of this display permits the construction of a version in which the presentation of goods can be viewed from three sides.

The great versatility of application of the system is supplemented by the ingenious design of the trays. A single blank can be folded into no less than five different versions, so that trays with a variable edge arrangement can be created, depending on the configuration demanded by the products to be presented or the print design required by the customer. As the illustration shows, the trays can be used with or without a front edge, or with or without a rear edge, completely free of side edges or as an angled built-in presentation surface.

Slits which have already been die-cut into the rear pieces or the shells accept the plug features located on the trays and ensure the firm support and high load-carrying capacity of the trays in each of the different versions. Panther Display has registered the new concept as a patented design. An arithmetical example drawn from practice by the manufacturer shows just how much simplification can be achieved compared to conventionally planned and produced displays for the various requirements. Precisely brand-article producers marketing through the wide range of sales channels across many parts of Europe can now plan their various product configurations with a uniform display system. One display, all variations. In this way, solutions which until now consisted of several dozen different secondary placements can be replaced with a single concept.



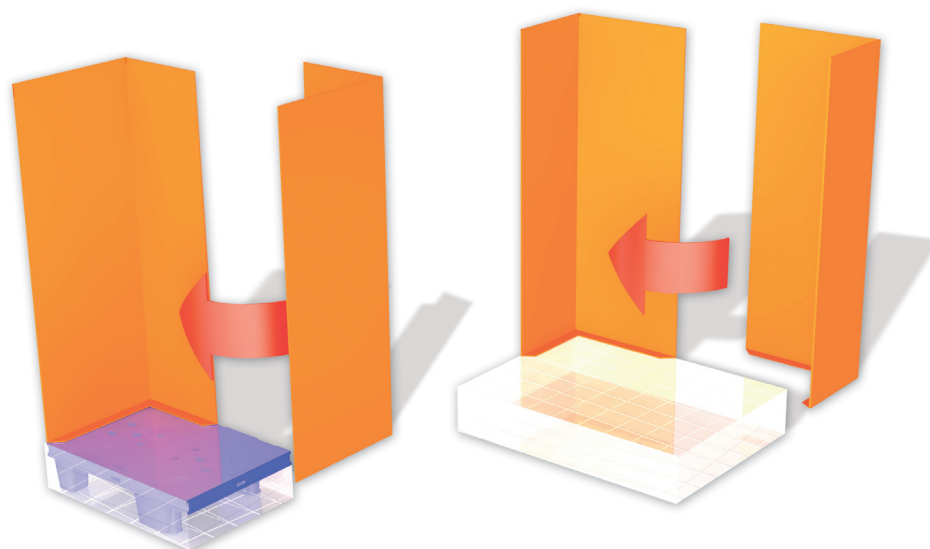
It goes without saying that Panther Display manufactures this solution in appropriate material thicknesses which fully meet the requirements of the customer and the respective products in secondary placement. The same versatility applies to the print method: whether in flexo-preprint, flexo-direct print, litho-lamination or digital print, any configuration required by customers as part of their defined brand world can be realised and also, for example, form the ideal complement to primary packaging.

Despite all efforts to create the greatest possible degree of standardisation, the individual touch always remains in focus and is achieved by supplementing the Panther Universal Display with brand-specific headers.

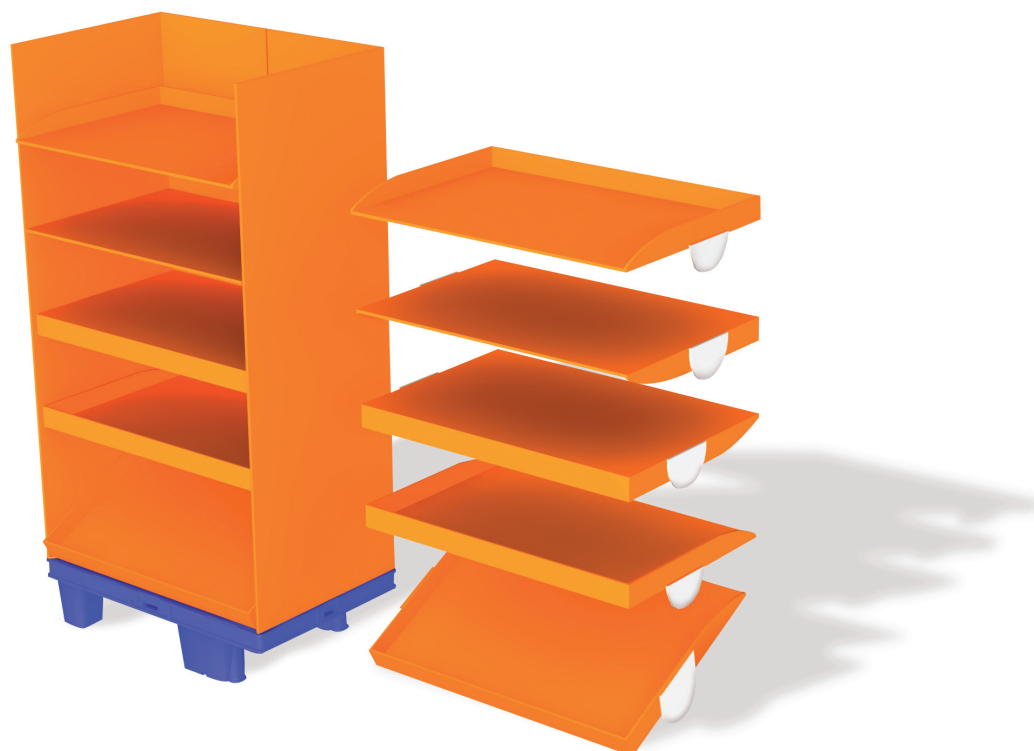
Fast reaction times and always an orderly system

Co-packers often take care of the handling of secondary placements on behalf of product and brand manufacturers – from procurement of the individual components through to assembly. The new display concept makes a decisive contribution to the simplification of administering these units. The low number of components helps to prevent mix-ups or incorrect assembly. At the same time, warehouse storage is optimised, as the parts boast uniform sizes for all versions. It goes without saying that these benefits are no less valid for manufacturers who assemble their displays in-house.

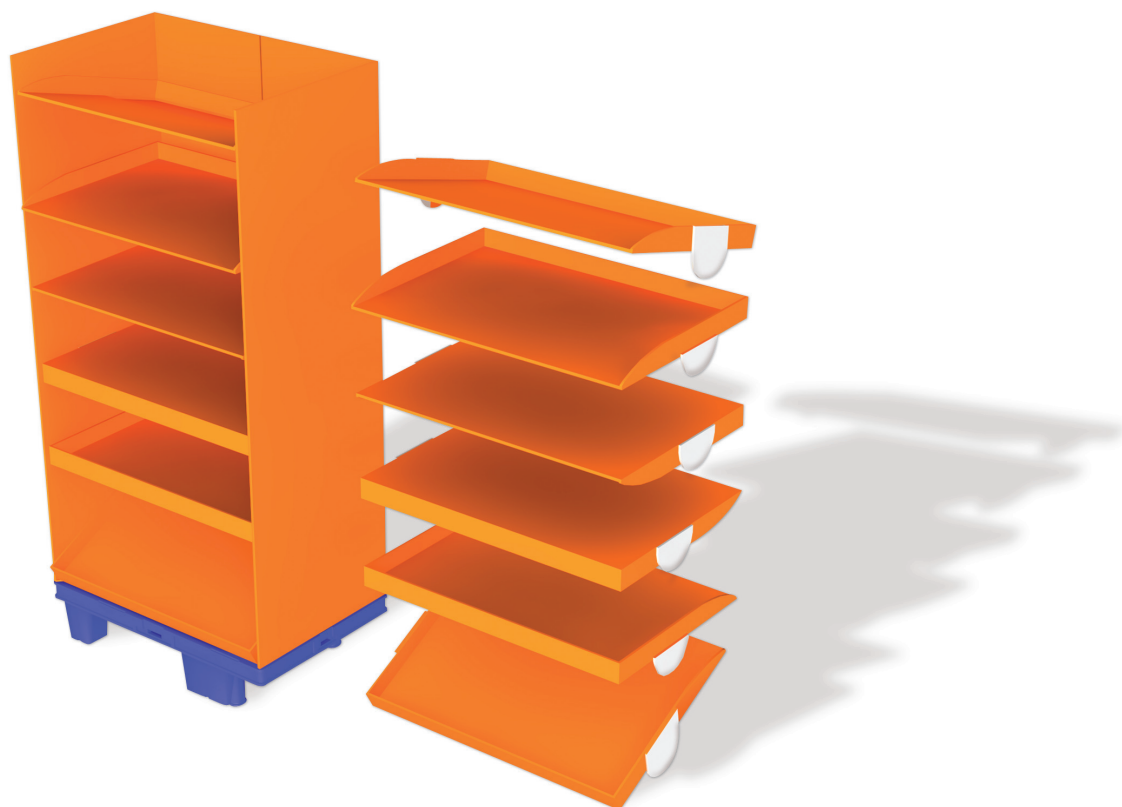
A modular system which is completely tailored to the requirements of the customer also results in significantly faster reaction times when using the displays in promotions which have been arranged at short notice: from the far north to the deep south of Europe, users can at all times choose their preferred pallet version – and the display always fits. The extremely variable Panther Universal Display permits the ordering of display volumes which provide application scope for widely differing products.



One solution for a wide range of variations: the new display concept adapts to the basic dimensions of 1/4, 1/3 and half pallets.



For all of its standardisation, the system still permits a wide variety of presentation versions at all times.



Demanding variations: the combination of angled tray levels with separators and reinforcing front edge is also possible. The individual header crowns the presentation of the brand in the style of its own uniqueness.

For further information please contact Ms. Carin Hilmer-Brenzinger, Panther Packaging, on telephone +49 4122 501-108, who will be pleased to help.

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