

PROMOTION AUDIT

Dragonfly Organix Displays Organic Cleaning Products

Dragonfly Organix is using this floor display to support its introduction of an organic cleaning product line introduction.

The display uses wire, sheet metal and tubing for structure. Polypropylene edgebanding, sustainable MDF and re-grind styrene are used for bold accents and graphics. The colorful display header highlights the Dragonfly Organix logo.

The metal structure provides the support needed to hold the overall weight on each shelf of 40 lbs.

The display was designed to use a minimum of floor space.

This display was created for Dragonfly Organix by General Display, Inc.,

Medway, MA-based point-of-purchase display firm.



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