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**Samsung's New Commercial Displays**



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**Convenient and secure: StandLok Counter Displays**



Vitag launches a new and innovative anti-theft counter display stand for blister-packaged hang goods. The cost-effective StandLok delivers a patented magnetic locking system providing high-level key security, while offering easily accessible and attractiv

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**Getting into the Christmas spirit**  
Published on Thu, 27/10/2011, 01:00:39



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Gearing up for Christmas, Treasury Wines has appointed Creative Instore Solutions to produce its Christmas display to capitalise on the demand for premium wine gift boxes during the pre-Christmas sale period.

To engage shoppers while keeping with Christmas traditions, the displays will be tactically placed off location throughout their independent retailers to drive full-price impulse sales.

"Sales of bottled red wine increase by 25 per cent and sparkling wine by 120 per cent during the Christmas trading period and in each of these segments shoppers buy more premium wine with average \$/bottle increasing by 5 to 15 per cent," Steve Howell, managing director, Creative Instore Solutions, said.



"Our goal is to create high impact display units for Treasury Wines which connect with consumers and leverage this seasonal sales opportunity."

The brief was to drive impulse purchasing for Christmas gifts by creating a display stand that is easy-to-assemble, attention grabbing to shoppers and premium in look and feel to support Treasury wines products. Additionally, attractive display units receive preferential positioning and visibility towards front of store against a wall/gondola end by retailers.

Creative Instore Solutions responded with a highly visual design, that was cost effective and quick to assemble. Creating instant theatre in bright bold Christmas colours and shaped as a 'Christmas tree', the stand houses various gift pack options and effectively uses floor space to maximise return on investment.

Tags: [christmas-displays](#) [creative-instore-solutions](#) [treasury-wines](#)

  
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