



Prototyping



We will build an actual-size sample for you, as well as print small quantities for your test market.

If you want to make it BIG, we've got to make it right.

POP displays are profitable and have great impact – but getting to the retail floor can be a complicated process with which you'll need guidance. One way that we help you stay out in front and guarantee quality is by prototyping.

We'll print one sample display for you and the buyer to inspect for free, before printing the whole line. It's fast and easy to make a prototype on our digital presses, and you'll get a sample that is representative of your final product.

Not all printers will do this for you. We just think it makes good business sense to make sure each display we deliver is made exactly right and there are no last minute surprises.



Digital Sampling

With digital printing and cutting, speed, quality, and low cost go hand in hand. Before you pay for an entire run, we'll build a single display for you and the corporate buyer to inspect and approve at no charge.

Digital Impact — Test Marketing

Test market your campaign by running a limited number of displays in a few stores first to track performance and hone strategy.

Prototyping helps guarantee good results

POP campaigns can bring substantial financial gains – but there are risks. Often the difference between a successful campaign and a failed one depends on your relationship with the corporate buyer and how well your product, display, and order fulfillment meets their standards. From design to delivery, you need to get it right – and that’s where CaroCon really helps you to succeed.

We have partnerships with buyers and thoroughly understand every aspect of the process. We’ll make sure your displays adhere to every letter of retailer requirements and are properly sized, styled, stocked, and shipped so you can avoid costly chargebacks. With CaroCon as your logistic partner, you’ll operate leaner, minimize unexpected costs, and enjoy a successful campaign.



Case Study

CaroCon, 1888 Mills, and Wal-Mart: A success story “Made Here”

If you think it’d be too difficult or expensive to launch a successful POP campaign, just wait until you hear what we did with only five displays in five stores.

1888 Mills asked us to make five POP displays featuring their line of American made towels for test marketing in select Wal-Mart stores. We designed the look of the “Made Here” display from start to finish. And by working with both buyer and supplier, we quickly and economically produced five digital displays that ran in five stores.

The results were astounding.

Locations with 1888 displays saw a 50% increase in product sell-through. The results were so impressive, the CEO of Wal-Mart asked to present this display onstage and tell 1888 Mills’ amazing success story at a national event.

