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Nabisco Endcap Brings Class, Calm to Stores

By Erica Walkup

NORTHFIELD, ILL. — The first of many re-designed fixtures to come, **Kraft Foods Inc.** retooled its Nabisco supermarket endcap into an elegant, furniture-like unit that is versatile enough to hold Wheat Thins, Ritz and other Nabisco crackers and snacks.

The fixture, launched as part of a phased rollout in February, was produced in two depths and includes height-adjustable shelves and interchangeable graphics, says Tim Kearns, manager, merchandising materials.

"We wanted to develop a rack that could capture the consumers' attention, help the retailers create a cleaner appearance for their stores, and let the product on display be the hero vs. having to compete with the rack itself," he says.

The clean, upscale look is intended to fit into different supermarket formats nationwide and to "create a calm 'oasis' in what is often an otherwise busy retail environment," he says, adding that the design is in part a reflection of many retailers adopting the "lifestyle" format.

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"This was not the sole intended destination, but as an increasing number of retailers are beginning to adopt this format, we definitely kept these stores in mind throughout the design process."

Kearns says the company is re-evaluating many of its existing permanent racks, but this is the first unit to be redesigned and the first to move in the direction of high-end wood. "In all likelihood, this is a process that will take several years to complete."

Depending on what products are merchandised, the 37-inch-deep unit can hold up to 600 packages, and the larger one, which measures 46 inches deep, can hold more than 700. Kraft sales reps will assemble and service the endcaps regularly, typically changing out items to feature those on promotion. No assembly is required on the part of the retailer.

Other notable attributes of the units include hidden casters that enable retailers to clean the floor around them more easily; deeper side trays to accommodate Nabisco 100 Calorie Packs, which come in larger boxes than most Nabisco snacks; and interchangeable graphic panels. The panels can be customized to match retailer messaging or to incorporate Kraft and Nabisco seasonal promotions, Kearns says.

Kraft worked with **United Displaycraft**, Des Plaines, Ill., to design the new endcaps. The powder-coated metal structure was used to provide stability, while the laminated MDF was a cost-efficient alternative to using hardwood.

"We incorporated a variety of different materials into the display, including steel, wood, injection molding, insert molding and Coroplast," says Rich Carrigan, president of United Displaycraft. "The various components were produced both domestically and through our Shanghai office, effectively procuring each display element in the way that would best benefit the customer financially."

In the first year of the rollout, United Displaycraft is expected to produce 500 of the 37-inch units and 750 of the 46-inch version. The displays are designed to last at least five to 10 years in stores.

"While the rollout will eventually be nationwide, it will be executed in phases, where we focus on new and incremental opportunities first and then begin replacing existing fixtures based upon wear and tear," Kearns says. ■



Kraft created these upscale, permanent endcaps to hold a variety of Nabisco products and to fit into different supermarket environments, including the growing lifestyle-store segment.