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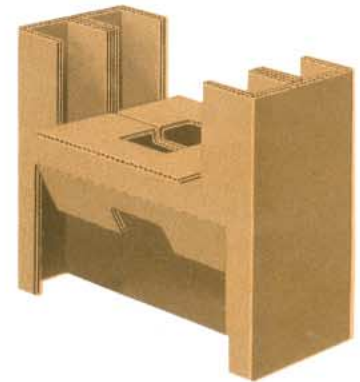
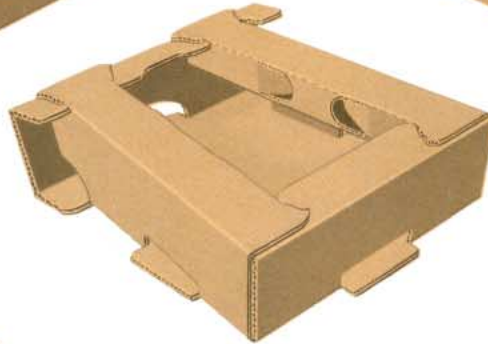
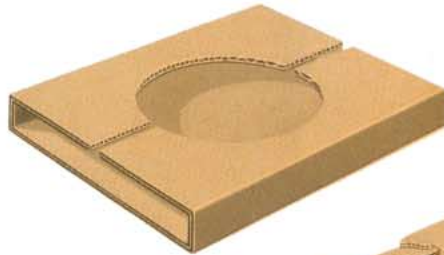
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## DISPLAYS

Retail displays are being formed in non-traditional ways. Warehouse-type retailers have had an impact on this development.

Filled, sealed boxes of product may be grouped as a display. The effect can be striking when full-color pictures of the product appear on the face panels.

A mass grouping of boxes of product, with the top few boxes open, may be used. These top boxes may be cut down to trays, or have cut-outs providing access to the product. When this display format is known in advance, the box manufacturer can develop a shipping container with access panels or other display features.

Traditional displays are made by combining various box styles, or elements of styles, with inner packing pieces. There are three general categories:

**Counter displays** are designed to stimulate impulse sales, usually at the service or check-out counter. The unit may consist of a tray of product and a colorful header card, packed together in an outer shipping container. In the illustration, a tuck folder has been used, with the top panel die cut and scored to form a self-contained header.

