



## Love tea, get Complete Packaging

When Tetley needed a more functional form of display packaging, they turned to Complete Packaging.

The brief was to create a FSDU (Floor Standing Display Unit) which supported a promotion Tetley had planned across the supermarkets and other retailers. Working with the team and our card engineers the unit was designed to the dimensions specified and a free computer aided design sample was created so that the team could visualise the unit and suggest any changes to enhance the design.

The simple detachable header enables a quick switch to a new header for the next campaign - but retains the base unit which is where the real investment is. This is a really cost effective design for such a large unit.

Once this phase was complete the process of creating the artwork and colour was completed.

The final phase was having Tetley use the unit in anger, loaded with their product, the next step was for them to get approval and sign off from the retailers, mainly the big supermarkets.

Finally, we produced a quantity for them for their London warehouse.

This unit was a highly successful piece of point of sale!

