



All ears for super sound with the new headphone packaging

The brief was Sennheiser required floor standing display units to promote their headphone range in the flagship HMV stores across the UK.

Complete Packaging designed the FSDU, using a computer aided design approach enables the client to have a look at essentially a live sized model of the unit to understand any limitations and look of the unit. Enabling the client to make ammendments before going into production is a key benefit of this approach.

Once happy with the physical design and usability it was time to move on to the print stage. This involved working with Sennheiser to ensure colours and position on the unit were to brief. All of this work was completed via digital images. Once approved the production run of the Floor Display Units was appoved.

Sennheiser asked if it would be possible for the units to arrive in the stores already stocked. One of Complete Packaging services is to store, pack and deliver. We took delivery of the stock and filled the units to the exact specification that Sennheiser had asked for. The next step was to ensure that the units and stock was properly protected, all done with bubble wrap and a strong protective hood over the whole unit.

The complete units were strapped securely to pallets. All of the units were shipped securely and arrived with the client in perfect condition.

The client was very impressed with the look of the product packed in the units and how visually strong the impact the units had. Being able to pack and deliver the units complete with stock and ready for display was an added bonus for the client – the product was on display and ready to purchase when the FSDU arrived at the shop.

