

# Sold For You by 6 Second Easy POP

customized • packaging • creative • point of purchase • four-color printing • 



## Challenge:

Millions of dollars are lost when over 50 percent of the corrugated point of purchase (POP) displays are wasted. Due to assembly complexities, time limitations or a transient workforce, many displays never get assembled. Interstate Container Reading, the “go to” source for problem-solving, recognized the need for better, retail friendly, easily assembled displays.

## Solution:

By simplifying display designs and using a fresh, differentiated approach, Interstate Container Reading is able to create innovative, easy to use, holistic displays that can be customized to individual customer needs.

Today's retailers and consumer packaged goods (CPG) companies are focused on reducing packaging costs, problem-solving, eliminating waste and using fossil fuel

alternatives. Interstate Container Reading brings a high level of commitment, creativity and responsibility to find the right, customized display solution for each customer's situation. Using their Pacific 3.0 with the Polyjoiner module, the Interstate Container Reading creative design team has developed dozens of new displays, taking as little as six seconds or less to pop into place. Easy POP customers reduce waste and get a strong return on investment since their high impact displays are assembled and deployed within the retail setting, leading to greater product placement visibility.

Retailers and CPG companies are enthusiastic about the Easy POP display configurations, simplicity and increased product visibility. The customized display offers function, quality and aesthetics.

The patented Easy POP display units can be custom printed in up to four colors. Let Interstate Container Reading help you present your product with an eye-catching display.

## Capabilities:

Interstate Container Reading's equipment includes: Pacific 3.0 and Polyjoiner/folder gluer, BHS corrugators, Bobst platen die-cutter and Bobst color press. These allow for award winning full-service graphic packaging and POP displays.

**Interstate Resources . . . We Can.**



Interstate Container Reading is a business unit of Interstate Resources. Contact us at 610.208.9300 or [info@InterstateResources.com](mailto:info@InterstateResources.com).