

What's New?



Project:
Pocket Posh Display Program

Client:
Andrews McMeel Publishing

Quantity:
700 Slat Wall Displays
500 Shelf Displays
500 Floor Stands

Distribution:
Barnes & Noble
Specialty Retailers

Visionary
Powerful Design
Results

Posh Treatment

Andrews McMeel had recently launched this new series of colorful puzzle and game books that needed a stop-in-their-tracks reaction at retail. The Pocket Posh program was a clear example of what separates Kendal King Group from the competition: **Design from Two Directions**. The versatile solutions, ranging from spinning floor stands to compact shelf displays, provided our client with a consistent, scalable merchandising vehicle to optimize sales across their retail channels.



Biz Facts:

- Wire, printed PVC, and powder-coated Masonite combined to provide lightweight yet durable displays
- Creative direction from concept to production showcased industrial and graphic design expertise

Andrews McMeel Publishing

Did You Know?

There are exactly 5,472,730,538 valid Sudoku puzzle combinations.

K
Kendal King
Group



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