

# What's New?



Kendal King  
Group

## Card Carrying Genius

What started as a floor stand for 12 card facings, the Walmart Gift Card Program has evolved into displays capable of carrying over 270 facings with gift cards of all kinds. This year, Kendal King Group added a rolling display to complement the traditional pallets from past programs. From retail to restaurants, the displays hold a wide assortment of gift cards perfect for the holidays.

### Fun Facts:

- Gift cards were the most popular holiday request from 2006-2010 with 57% of adults preferring them to alternatives.
- Sales have increased by nearly 40% since Kendal King Group began design, production, and fulfillment on the program in 2003.
- Most wanted gift card of 2010: Walmart

### Did You Know?

The overall gift card industry generated \$91 billion in sales during 2010. \$25 billion came from holiday shopping.



**Project:**  
Walmart 2011  
Gift Card Program

**Client:**  
Walmart Stores, Inc.

**Quantity:**  
9600 displays;  
10,624 rolling displays

**Distribution:**  
Walmart Domestic



Visionary  
Powerful Design  
Results



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