Innovative POS for Varde Ovne

We got out our greatest creative mindset and the whole spectrum of solutions and materials to solve the challenge that Communexion brought to us, when they needed new POS material for their client, Varde Ovne.

Varde Ovne wished for movable and flexible partitions to be used in displays at retailers. In addition, they wanted the material to be lightweight, but sturdy, and at the same time to be bigger than a regular circuit board which usually measures 10–19 mm. The partitions should be assembled with some sort of mounting bracket in order to stand steadily without any further support. Furthermore, the mounting bracket should be discreet.

> *Together with Ditte from Stibo Complete, we discussed several different ideas and options. We ended up with a 'box sign' that meets all the demands we had for a lightweight, but steady and lasting solution. It is easy to assemble and adjust to the specific retailer and covers our requirements in most cases. We are very pleased with the result.*
>
> **Annette Blendstrup**
> **Owner at Communexion**

Unique solutions

In two tries, Stibo Complete produced an idea for the partitions that ended with a sort of 'box' made of 400 g cardboard with lining made of corrugated cardboard. In the end, 4 layers of corrugated cardboard were applied in order to improve the stability of the partition, as it measures 80 x 120 x 2.5 cm.

In order to hold the partitions together, we developed a mounting bracket for 3 or 4 partitions. The mounting bracket was made of folded iron that subsequently was powder lacquered in a frosted black. A simple and elegant solution.

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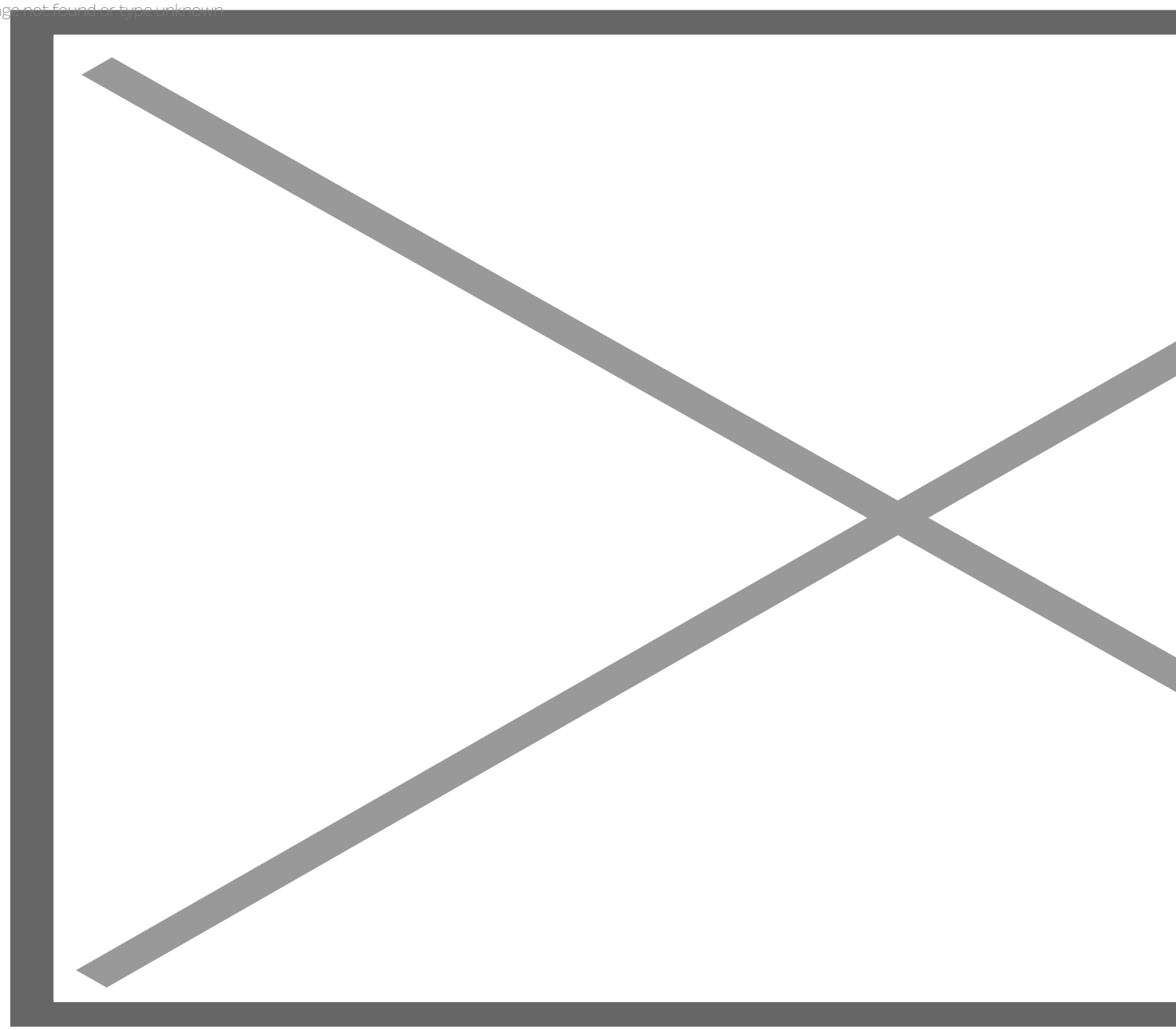

Case: Varde Ovne

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