

# Sustainable Christmas decorations

The sports brand Hummel now has a whole of 13 shops in Denmark and more to come. The innovative and creative shops are popular among parents and children alike as they inspire creativity and play.

Creativity and play is also reflected in the Hummel Christmas campaign where shapes and fun ideas are put into the shop decorations. The campaign consists of decorations for floor and mirrors, windows, and price tags.

The choice of campaign material landed on FSC® certified fluted core cardboard which is stable and is contour cuttable. The neat, raw edge provides an exciting look and by sticking them together the Christmas tree becomes more sturdy.

## Beautiful stars create 3D effect

The existing price tags in the shops were adorned with Christmas star decorations, visible from both sides of the tag.

The Christmas boxes and stars used for decorations on shelves and in window displays are made from two-layered fluted core cardboard providing the most decorative 3D effect. The boxes make it possible to change the appearance of a window display instantly and present plenty of options to create the wanted height. As an extra feature, floors and mirrors were decorated with foil stars.

In addition to shop decorations, we also provided the shops with Christmas scratch cards in which one can win prizes such as drinking bottles, footballs, and exclusive discounts on selected items.



