

SIP – Product Display Units

Background

SIP Industrial Products Ltd, made an initial enquiry before coming to visit our factory and have a look-around, getting a first-hand feel for what we do here at JC. During that visit we took a verbal brief from the client who was keen to have some flexible product display units created for them what could be used on their exhibition stands as well as at their head office.

“When we visited JC we had a general idea of what we wanted but we hadn’t formalised it onto paper. JC interpreted the design brief exactly and created exactly and created the initial drawings visualising exactly what we wanted.”

Richard Fothergill, Marketing Manager, SIP Industrial Products Ltd.

Challenge

The biggest challenge was to value engineer the idea so that it came within budget. Then it was off to prototype stage!

Solution

We reviewed the client’s requirements and eliminated costly sections such as box section replacing them instead with more cost-effective folded sections which made the absolute most of our machines strengths.

Results

Our client liked the prototype and with just one or two additional tweaks we went into production creating a first batch of 25 product display units.

“The insight offered by JC was exactly what we needed and their value engineering really helped our budget go as far as it needed to go.”

Richard Fothergill, Marketing Manager, SIP Industrial Products Ltd.

