WOW DISPLAYS™

The 8 second retail display solution



Traditional temporary displays are slow to assemble, expensive to deploy, and hard to keep on the floor.

- **10–30 minutes to assemble,** consuming labor budgets and frustrating store staff.
- **6–8 week lead times from overseas,** increasing rush fees and missed launch windows
- **Cardboard units last 30–90 days,** forcing constant reorders every campaign.
- **Tools and training required,** leading to displays stuck in stockrooms and only 60–70% deployment at store level.

WOW Displays are shelf-ready in 8 seconds flat

- **Patent-pending pop-up mechanism assembles in 8 seconds** no tools, no training, 20-75x faster
- **WOW Displays ship from Monterrey,** Mexico in roughly 4–5 weeks, cutting typical overseas lead times almost in half and helping teams stay on schedule while avoiding rush charges.
- **All units are USMCA compliant,** so cross border shipments move with zero tariffs.

Proven performance at retail

- **97% deployment with Maruchan** across 500 stores in a three week rollout.
- **94% deployment with Smirnoff** in 250 premium liquor stores.
- **68% cost reduction over three years** compared with cardboard, delivering about 267,500 USD in savings on 500 units.
- **Backed by a top 3 BTL agency** in Mexico with more than 25 years supporting Fortune 500 brands.

What you can count on:

106 — Heavy duty 4 mm corrugated plastic that supports up to 106 lbs total (26 lbs per tray).

Patent pending pop up mechanism that assembles in about 8 seconds, no tools and no training needed.

5+ — Displays that last 5+ months on the floor, so a single unit can support multiple campaigns.

Zero tool, intuitive setup that consistently delivers around 95% deployment versus an industry 60–70%.

Easy 8-second setup:



STEP 1
Place the collapsed display on the floor.

STEP 2
Unfold and expand the unit until it locks into position.

STEP 3
Secure with zip ties and begin merchandising.

Feature	WOW™ Coroplast Display	WOW™ Metal Display
Material	4mm corrugated plastic (Coroplast)	Powder-coated steel
Dimensions	144cm H × 46cm W × 35cm D (56.7" × 18.1" × 13.8")	146.5cm H × 67cm W × 31cm D (57.7" × 26.4" × 12.2")
Shelves	6mm MDF shelves	Perforated metal (pegboard)
Unit Weight	7kg (15.4 lbs)	15kg (33 lbs)
Load Capacity	106 lbs total (26 lbs/tray)	220 lbs total (55 lbs/tray)
Assembly	Peel-and-stick tabs + 6 zip ties	Welding + 2D hinges
Assembly Time	8-10 seconds (tool-free)	3-5 minutes
Packaging	Transparent plastic bag	Reinforced cardboard box
Pallet Shipping	25 units / 175kg total	15 units / 225kg total
Best For	Seasonal campaigns, multi-location rollouts	Permanent installations, premium positioning

How to get started

1. **Kickoff:** Align on specifications, quantities, timing, and delivery locations.
2. **Production:** Displays are manufactured at a state of the art facility in Monterrey, Mexico
3. **Delivery:** Units arrive ready to deploy, with visibility throughout the process.

Ready to target 95% deployment and up to 68% cost savings over traditional cardboard programs?

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