



HOW MAGNA IV REDUCED CLAIMS & COST BY 80% FOR DAVE & BUSTERS

THE PROBLEM

Dave & Busters was overpaying for shipping, receiving a high number of claims for damaged POP displays and risking not meeting deadlines for critical licensed in-store promotions. They needed a fix!

THE DETAILS

Dave & Busters had large, oversized rigid POP materials requiring the use of freight trucks instead of standard ground shipping. This significantly increased the cost of shipping and increased the risk of damage. So not only were costs and risk of damage high, but damaged shipments could delay promotions costing the stores money.

OUR SOLUTION

We took their POP designs and broke them out into multiple pieces that could be assembled together for a more engaging 3D visual that also allowed us to pack them into a smaller container.

In addition to the redesign, we researched a more durable form of container to eliminate damage during transport.

When the stores receive unusable dangles or POP displays they lose crucial time to promote the special.

The time to identify the damage, file the claim and reproduce the piece was considerable!

The new Z-Pack box is nearly indestructible and has massively decreased the number of claims from damage.

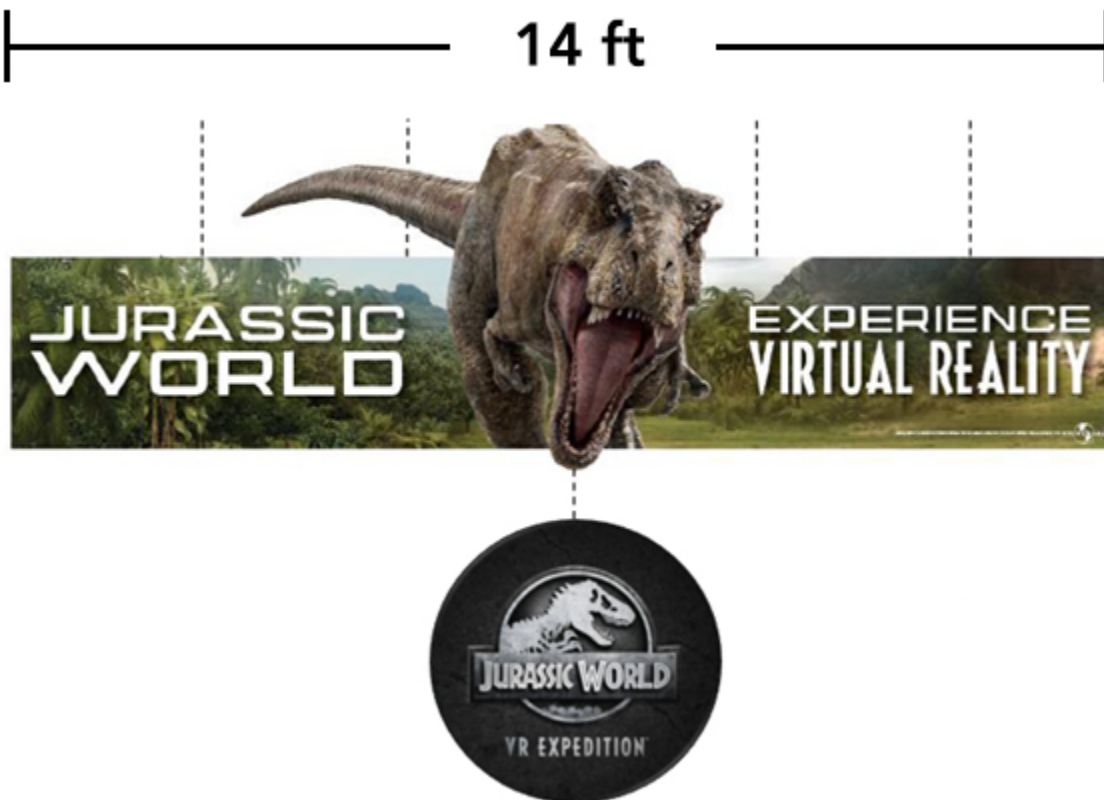
THE RESULT

We took Dave & Busters Jurassic World Dangers from a complete 14ft wide piece and turned that into 6 pieces, with the dinosaur built into 2 separate units and the tail as its own unit.

The store was able to maintain the impact of the super large piece, now with a creative and engaging depth to the display.

We were able to pack this into a 7ft Z-Pack box instead of having 14ft crates produced. In addition to this we ordered the boxes with a depth that allowed us to insert their magnetic-wall rolls into the same box again saving time and money.

Claims went from 10 on average to 2!



1



MAIN DANGLE

2



3

T-REX HEADS



4



5

TAIL

Place one on each side of dangle. Insert tail between.

6



SUB DANGLE

To learn more about how we can help you

Call us at 800-946-2462

Or email Steven Schilling at steven@magna4.net