

# Redesigned Costco Display Triples Product in a Smaller Footprint

## A Case Study

*Learn how TPH Global Solutions® helped a Canadian-based textile company repackage and redesign their houseware product display for successful selling at Costco.*

A family-owned textiles business and global supplier to big box, retail and direct-to-consumer e-commerce platforms reached out to TPH Global Solutions to redesign their displays for Costco to improve the quantity per display, and the instore presentation and integrity of the program.

## Needed: A New Packaging & Display Partner

By early 2022 the Canadian corrugated market was oversold and unable to meet demand. Along with rising material prices and the need to retool their Costco floor display, the circumstances sent the business looking across the border for a reliable supplier partner.

“We work with a variety of suppliers of corrugated boxes for PDQ displays and specialty shipping cartons, and some of our retail partners have very specific requirements for packaging that we use,” said a manager. The company needed to broaden its list of partners to maximize pricing efficiency and their ability to compete.

From the very first call with TPH Global Solutions President David Schmidt, the manager said he and his colleagues were left with a feeling of confidence and aligned interests.

“I think we have a lot in common,” he said. “We are also a family-run business that has been around for a long time.” The TPH team felt familiar, he noted, adding that both companies have had first-hand experience navigating the same ocean freight supply chain woes over the past year.



## The Economics of a Costco Display

The client needed a redesigned pallet display that would occupy a smaller footprint in Costco, but with more product displayed. Increasing the quantity of product per display not only boosts sales, but is also often a requirement of big box stores such as Costco.

“The value of one pallet has to be a certain dollar value, \$1,000 or more,” the manager said. “We started rolling and compressing our product to triple the amount in a single pallet, from 30 to 96.”

To achieve this, the client needed an innovative [packaging](#) and [floor display](#) solution that would also meet Costco’s strict requirements. The client’s team discussed product development, packaging and sustainable solutions with TPH Global Solutions before collaborating on a design that would do everything it needed to do. TPH provided the big-box know-how and the printed display boxes, ultimately modifying the existing display for improved fit and construction.

## Quality of Customer Service, Speed & Product

TPH Global Solutions and the client worked seamlessly together, with the manager and his family particularly impressed by the responsiveness of TPH Global Solution's team. His TPH Global Solutions contact was both "more responsive than most vendors and very attentive to our needs," the manager said.

*"We're definitely planning to work with them [TPH Global Solutions] more. It's just a matter of time"*

Manager, Textile Company

Additionally, the display boxes were shipped on time and the approval process was easy, with no more than 20 emails from start to finish – quite a feat in this line of business, according to the manager.

"We're definitely planning to work with them more. It's just a matter of time," he said.

## Global Solutions for Packaging and Supply Chain Challenges

With decades of experience in guiding clients' [packaging strategies](#), big-box retail programs, [global supply chain management](#), and more, TPH Global

Solutions offers a wide array of retail campaign solutions across industries and retailers.

TPH Global Solutions works closely with clients to identify pain points, strategize and implement solutions that boost sell-through, leave retailers and customers happy, and ensure that you can meet your deadlines and your promises – that's our promise. [Contact us](#) to learn how we can help make your retail success easy.

### About TPH Global Solutions®

TPH Global Solutions makes it easy to get your products through the maze of retailer requirements and complex supply chain challenges, avoiding the gantlet of potential missteps with missed deliveries, product and packaging errors, and shipping damage. From pitch to profits, TPH Global Solutions delivers successful merchandising campaigns with point-of-purchase (POP) displays, packaging and fulfillment – appreciated by consumers and retail buyers alike. For established brands, TPH Global Solutions takes the pain out of your supply chain. For emerging brands, TPH Global Solutions helps you land and pass the test order. For all, TPH Global Solutions provides everything you need to seize your next opportunity.

More at: <https://www.tphinc.com>

