

PARTNERING FOR RETAIL SUCCESS:

A Big Box Campaign Case Study

Running a successful big box campaign can be a daunting task for industry veterans, let alone newcomers. So when a Manhattan-based home products manufacturer received interest from Sam's Club last year, they turned to TPH Global® to help seal the deal.

As a leading manufacturer of home and kitchen products, the NYC company is a top producer in a category poised to do well as homebound consumer behavior continues to favor cooking and other domestic activities over the things we used to care about when we had places to go. As the Wall Street Journal reported recently: [“More Cooking, Less Shampooing...”](#)

One of the company's most popular line of products is plastic drink tumblers, a market [projected to reach nearly 5 billion in sales](#) by 2025.

Founded in 2010, this cutting-edge design house serves a broad range of vertical operations, ranging from product design to delivery of home products. While it carries a full line of its own stock merchandise, the organization specializes in private label business serving department and specialty stores, as well as mass merchants and discounters.

With a preexisting, nationwide supply chain, the company has experience with a wide range of customers. However, partnering with [big box retailers](#) was new territory for the organization and required a little extra help from TPH.

The Benefits of a Partner with Big Box Expertise

When TPH first heard from the home products company in late May, 2019, Sam's Club had already shown interest in their 2-pack of tumblers but had requested the client demonstrate they could execute on the order prior to moving forward. With little time to spare, TPH designed the product package, pallet display, container load plans and provided the supply chain to fulfill and execute the order in the limited time available.



Empowered with sample packages, images of the pallet display and a complete understanding of the total costs to deliver the program on time, the client was able to secure the million-dollar order and move ahead.

Timeline Overview:

- 3 Weeks for Sam's Club to finalize commitment
- Third-party testing, production, and pack-out completed within 10-12 weeks
- 150,000-piece initial order that sold through
- More than 3 program reruns in discussion with Sam's Club

Running a successful big box campaign can be a daunting task for industry veterans, let alone newcomers

Collaboration and Problem Solving for Retail Success

Whether it's [environmentally-friendly](#) packaging for a [bread pan](#) or an eye-catching two-pack of tumblers, TPH provides collaborative problem solving, creative packaging, and strategic insight for big box campaigns that can win the trust of retailers like Costco, Walmart, Sam's Club, Lowe's, BJ's and more.

With over 50 years of experience in [retail POP display and packaging](#), [retailer pitch support](#), [project management and global supply chain logistics](#), we provide a system of end-to-end support that enables our clients to win over the toughest of big box retailers and maximize sell-through.

[Learn more about our retail campaigns](#) and how partnering with TPH can help make your next retail campaign a success.

Empowered with sample packages, images of the pallet display and a complete understanding of the total costs to deliver the program on time, the client was able to secure the million-dollar order and move ahead.

About TPH Global Solutions

At TPH Global Solutions, we work diligently with our clients to make sure no detail is overlooked. While other retail display companies deliver packaging and displays, we deliver a system in which packaging and displays are part of a seamless process that results in healthy sales and happy retailers.

[We go above and beyond](#) with customer service, helping to guide the campaign to success while problem-solving any unexpected issues that arise. TPH Global Solutions offers brand managers and licensees global supply chain support, and retail packaging and POP display expertise. TPH does so with a comprehensive suite of services designed to accelerate product sales and eliminate both upstream and downstream supply chain challenges. These services include:

- Retailer Presentation & Sales Support
- Retail Display & Packaging Creation
- Domestic & Overseas Production
- Project Management & Supply Chain
- Logistics & Transportation Support

For over 50 years, TPH has supported brand managers and licensees from the apparel, footwear, accessories, toys, electronics, hardware, pet supplies, and sporting goods industries. We have deep expertise and intimate knowledge of retailer requirements for warehouse clubs, big box retailers, department stores, pharmacy chains, home improvement stores, and many others.

Try TPH for your next global program and you will experience the ease and confidence that comes with a well-managed campaign.

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

