Cestrian

FREESTANDING UNITS FOR DISPLAY & MERCHANDISING

RETAIL DISPLAYS
THAT GET REAL
RESULTS

Cestrian seeks to design, create and install **the most immersive brand experiences** on the high street – and we're trusted by some of the UK's biggest brands to deliver the impact they need.

When communicating your brand message to a wide audience, it's vital to create an **immediate and lasting impression**. Retail environments are increasingly saturated and competitive, so in producing our premium print products we always aim for **maximum engagement** to secure your return on investment.

To create **display graphics** that stand out from the crowd, our experienced marketing experts and material specialists will work closely with you to consider every detail – then use our world-class printing equipment to deliver products of the very highest standard.

Our service is **fast, cost-effective and attentive**, from concept design right through to installation. We can handle the entire process in-house and our teams are known throughout the retail industry for their innovative solutions and can-do attitude.

With industry-leading environmental credentials as part of the package, we're as good for **sustainable business** as we are for your bottom line.

CREATING
THE BEST DISPLAYS FOR YOUR BRAND

Freestanding display units (FSDUs) are designed to **grab the attention of customers** and promote particular products or themes.

Whether you're keen to sell sale items fast, advertise promotions or push offers throughout your store, **FSDUs** are **proven to increase sales**.

SO, WHAT'S CESTRIAN'S APPROACH TO FSDUs?

Superb customer service | We guide you through the whole process, starting with design conception – and provide you with full-size samples and prototypes before going ahead with a complete roll-out.

Reliable templates | The merchandising solutions in this brochure have already been tested thoroughly. Our templates and cutter guides make our display units extremely cost-effective. To help you with your brand design, we supply a flat template.

Clever design | Our in-house structural design team is at the heart of our FSDU production operation. This enables us to quickly create complex and innovative merchandising units; and we also offer our customers the opportunity to visualise their display in 2D, 3D and in-situ, using augmented reality.

Bespoke options | If you'd like something more directly tailored to your needs or tastes, we can adjust all dimensions, add shelves and die-cut header boards and edges to suit your products.

Picking and packing | All our display units can be shipped flat or assembled, for your convenience. We also offer a full campaign support service by storing, picking, packing, assembling, merchandising and delivering your units worldwide, making the process simpler for you.

Efficient delivery | All units are produced and delivered within a quick turnaround time, unless a specific alternative request is made.

FREESTANDING DISPLAY UNIT: EASY ASSEMBLY

DESCRIPTION

Type | Four shelves with header board
Material | EB corrugated board
Unit dimensions | 290mm × 1305mm × 390mm
Header dimensions | 290mm × 244mm
Fixing | Tape
Environmental | Board 100% recyclable
Shipping | Flat, assembled or fully merchandised

PRINT

- Four-colour digital process
- Artwork printed directly on the substrate
- Cut to shape

UNIQUE FEATURES

- If supplied flat, assembly takes approximately 2 minutes per FSDU
- Detachable header board
- Ideal for short-medium term promotions (up to 6 months)
- Suitable for light merchandise such as snacks, confectionery, cosmetics, stationery and bedding
- 2D and 3D models can be created to help you visualise the design in-store

OPTIONS

- Transit wrap
- Mop tray
- Data strips
- PVC pocket
- Euro hooks

FREESTANDING DISPLAY UNIT: SHORT / MEDIUM-TERM

DESCRIPTION

Type | Four shelves with header board
Material | EB corrugated board
Unit dimensions | 580mm × 1450mm × 435mm
Header dimensions | 580mm × 320mm
Fixing | Foam pads
Environmental | Board 100% recyclable
Shipping | Flat, assembled or fully merchandised

PRINT

- Four-colour digital process
- Artwork printed directly on the substrate
- Cut to shape

UNIQUE FEATURES

- If supplied flat, assembly takes approximately 10 minutes per FSDU
- Detachable header board
- Ideal for medium-term promotions (up to 6 months)
- Suitable for merchandise such as electrical items, beauty products, toys, clothes and bedding
- 2D and 3D models can be created to help you visualise the design in-store

OPTIONS

- Transit wrap
- Mop tray
- Data strips
- PVC pocket
- Euro hooks

Please contact info@cestrian.co.uk or call 0161 488 3300 to request a quote.

FREESTANDING DISPLAY UNIT: LONG-TERM

DESCRIPTION

Type | Three shelves with built in header board
Material | 10mm Re-board
Unit dimensions | 576mm × 1450mm × 435mm
Header dimensions | 576mm × 320mm
Fixing | Interlocked
Environmental | Board 100% recyclable
Shipping | Flat, assembled or fully merchandised

PRINT

- Four-colour digital process
- Artwork printed directly on the substrate
- Cut to shape

UNIQUE FEATURES

- If supplied flat, assembly takes approximately 10 minutes per FSDU
- Ideal for long-term promotions (6 - 12 months)
- Suitable for heavier merchandise such books, magazines, bottles and electronic equipment
- 2D and 3D models can be created to help you visualise the design in-store

OPTIONS

- Edging strip to cover Re-board edges
- Transit wrap
- Mop tray
- Data strips
- PVC pocket
- Euro hooks

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COUNTER TOP DISPLAY UNIT: TIERED

DESCRIPTION

Type | Three-shelf counter top display unit
Material | E-flute corrugated board
Unit dimensions | 156mm × 337mm × 130mm
Fixing | Interlocked
Environmental | Board 100% recyclable
Shipping | Flat, assembled or fully merchandised

PRINT

- Four-colour digital process
- Artwork printed directly on the substrate
- Cut to shape

UNIQUE FEATURES

- If supplied flat, assembly takes approximately 5 minutes per CDU
- Doubles up as product holder and advertising piece
- Ideal for point-of-sale promotions and offers
- Suitable for confectionery, cosmetics, key rings and jewellery
- 2D and 3D models can be created to help you visualise the design in-store

OPTIONS

- Die-cut tray inserts matching the footprint of your product

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COUNTER TOP DISPLAY UNIT: TRAY

DESCRIPTION

Type | Tray counter top display unit
Material | E-flute corrugated board
Dimensions | 300mm × 213mm × 200mm
Fixing | Interlocked
Environmental | Board 100% recyclable
Shipping | Flat, finished or fully merchandised

PRINT

- Four-colour digital process
- Artwork printed directly on the substrate
- Cut to shape

UNIQUE FEATURES

- If supplied flat, assembly takes approximately 3 minutes per CDU
- Doubles up as product holder and advertising piece
- Ideal for point-of-sale promotions and offers
- Suitable for cosmetics, small food items, jewellery, confectionery and pharmaceuticals
- 2D and 3D models can be created to help you visualise the design in-store

OPTIONS

- Die-cut tray inserts matching the footprint of your product

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POINT-OF-SALE STACKING CUBES: CLASSIC

DESCRIPTION

Type | Five-sided display cube set (hollow base)
Quantity | Set of four
Material | E-flute corrugated board
Dimensions | 300mm, 400mm or 500mm
Fixing | Tape
Environmental | Board 100% recyclable
Shipping | Flat

UNIQUE FEATURES

- Easy assembly – unpack, fold lid and stack
- The bottom of each cube has a section cut out for stacking at angles
- Ideal for window displays, in-store product features, showrooms and events
- 2D and 3D models can be created to help you visualise the design in-store

PRINT

- Four-colour digital process
- Artwork printed directly on the substrate
- Cut to shape

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POINT-OF-SALE STACKING CUBES: PYRAMID

DESCRIPTION

Type | Six-sided display cube set
Quantity | Set of three
Material | E-flute corrugated board
Dimensions | 300mm top, 400mm centre, 500mm base
Fixing | Tape
Environmental | Board 100% recyclable
Shipping | Flat

UNIQUE FEATURES

- Easy assembly – unpack, fold lid and stack
- Ideal for window displays, in-store product features, showrooms and events
- 2D and 3D models can be created to help you visualise the design in-store

PRINT

- Four-colour digital process
- Artwork printed directly on the substrate
- Cut to shape

POINT-OF-SALE CUBE: SINGLE

DESCRIPTION

Type | Six-sided display cube
Quantity | Single
Material | E-flute corrugated board
Dimensions | 300mm, 400mm or 500mm
Fixing | Tape
Environmental | Board 100% recyclable
Shipping | Flat

PRINT

- Four-colour digital process
- Artwork printed directly on the substrate
- Cut to shape

UNIQUE FEATURES

- Easy assembly – unpack, fold lid and place in position
- Ideal for window displays, in-store product features, showrooms and events
- 2D and 3D models can be created to help you visualise the design in-store

OPTIONS

- Cubes can be created in larger sizes (just ask)

DISPLAY TOTEM

DESCRIPTION

Type | Pop-up display totem with or without feet
Material | Display board (outer) / E-flute (inner)
Finish | Gloss or matt laminate
Dimensions | 450mm × 1500mm × 240mm
420mm × 1540mm × 240mm
500mm × 1750mm × 280mm
Fixing | Elastic bands
Environmental | Board 100% recyclable
Shipping | Folded flat and packed in individually

UNIQUE FEATURES

- Easy assembly – unpack and pop up
- Folds flat to save on distribution and storage costs
- Ideal for retail store promotions, spas, gyms and showrooms
- 2D and 3D models can be created to help you visualise the design in-store

PRINT

- Four-colour digital process
- Printed directly on the substrate
- Cut to shape

DUMP BIN: SIMPLE

DESCRIPTION

Type | Square dump bin with header board
Material | EB flute corrugated board
Dimensions | 500mm × 840mm × 400mm
Header dimensions | 500mm × 300mm
Fixing | Tape
Environmental | Board 100% recyclable
Shipping | Flat, assembled and merchandised

PRINT

- Four-colour digital process
- Artwork printed directly on the substrate
- Cut to shape

UNIQUE FEATURES

- If supplied flat, assembly takes approximately 2 minutes per unit
- Detachable header
- Offers additional storage space as well as advertising space
- Ideal for special promotions or clearance products
- 2D and 3D models can be created to help you visualise the design in-store

OPTIONS

- PVC pocket
- Correx is recommended for outdoor usage
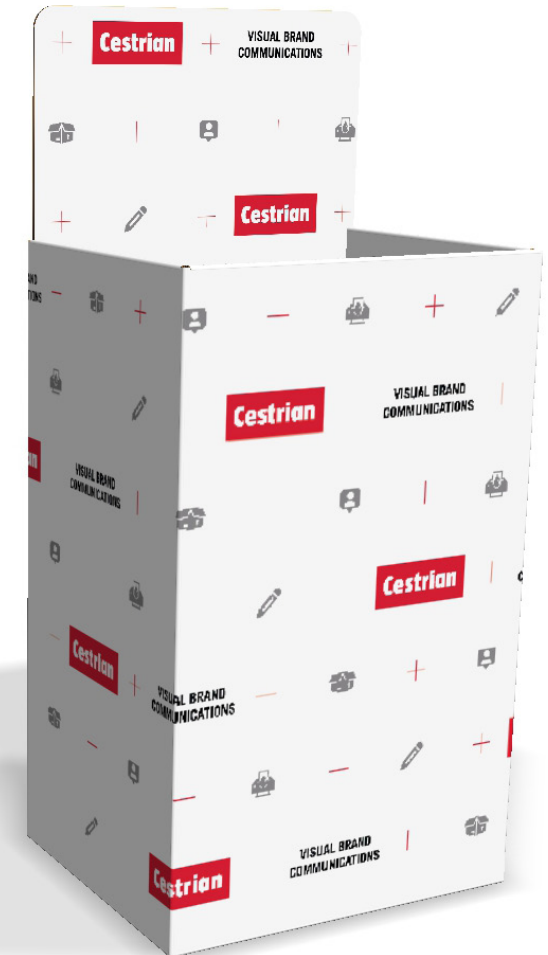
DUMP BIN: COMPLEX

DESCRIPTION

Type | Dump bin with stand and header board
Material | EB flute corrugated board
Dimensions | 345mm × 1334mm × 250mm
Fixing | Tape
Environmental | Board 100% recyclable
Shipping | Flat, assembled or fully merchandised

PRINT

- Four-colour digital process
- Artwork printed directly on the substrate
- Cut to shape

UNIQUE FEATURES

- If supplied flat, assembly takes approximately 2 minutes per unit
- Detachable header
- Offers additional storage space as well as advertising space
- Ideal for special promotions or clearance products
- 2D and 3D models can be created to help you visualise the design in-store

OPTIONS

- PVC pocket
- Correx is recommended for outdoor usage

PALLET WRAP: FULL

DESCRIPTION

Type | Wrap for full-size pallet
Material | EB flute corrugated board
Dimensions | 1180mm × 1035mm × 980mm
Fixing | Tape
Environmental | Board 100% recyclable
Shipping | Flat

UNIQUE FEATURES

- Easy to assemble
- Perforated tear-off front
- Offers additional storage as well as advertising space
- Sits over standard full-size pallets
- Ideal for holding food packets, cleaning products, bottles, cushions and paper items
- 2D and 3D models can be created to help you visualise the design in-store
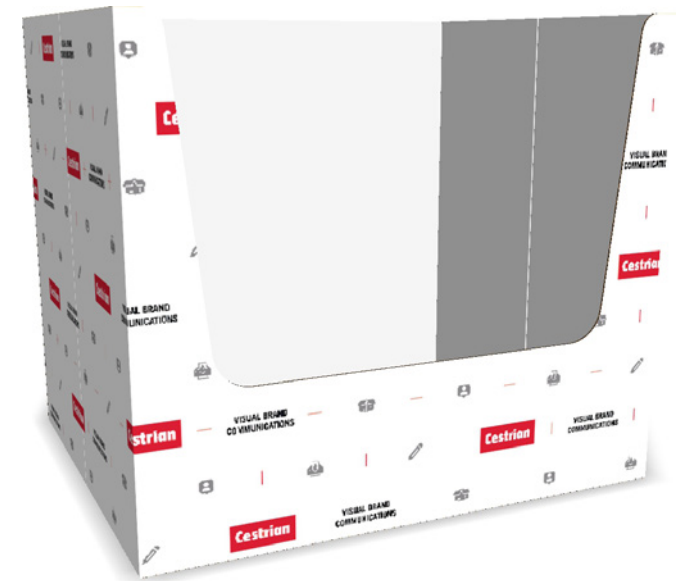
PRINT

- Four-colour digital process
- Artwork printed directly on the substrate
- Cut to shape

OPTIONS

- Header board
- PVC pocket
- Correx is recommended for outdoor usage
- Pallet wraps can also sit on top of pallets (just ask)

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PALLET WRAP: HALF

DESCRIPTION

Type | Wrap for half-size pallet
Material | EB flute corrugated board
Dimensions | 1180mm × 1035mm × 490mm
Fixing | Tape
Environmental | Board 100% recyclable
Shipping | Flat

UNIQUE FEATURES

- Easy to assemble
- Perforated tear-off front
- Offers additional storage as well as advertising space
- Sits over standard half-size pallets
- Ideal for holding food packets, cleaning products, bottles, cushions and paper items
- 2D and 3D models can be created to help you visualise the design in-store
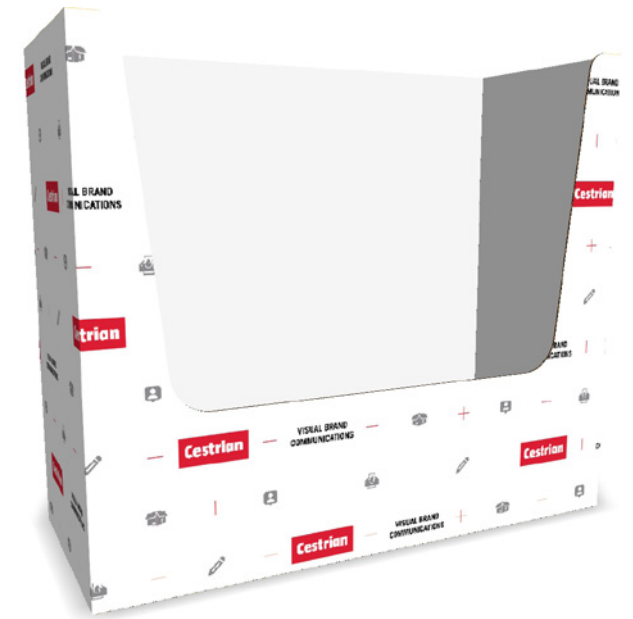
PRINT

- Four-colour digital process
- Artwork printed directly on the substrate
- Cut to shape

OPTIONS

- Header board
- PVC pocket
- Correx is recommended for outdoor usage
- Pallet wraps can also sit on top of pallets (just ask)

PALLET WRAP: QUARTER

DESCRIPTION

Type | Wrap for quarter-size pallet
Material | EB flute corrugated board
Dimensions | 590mm × 1035mm × 490mm
Fixing | Tape
Environmental | Board 100% recyclable
Shipping | Flat

UNIQUE FEATURES

- Easy to assemble
- Perforated tear-off front
- Offers additional storage as well as advertising space
- Sits over standard quarter-size pallets
- Ideal for holding food packets, cleaning products, bottles, cushions and paper items
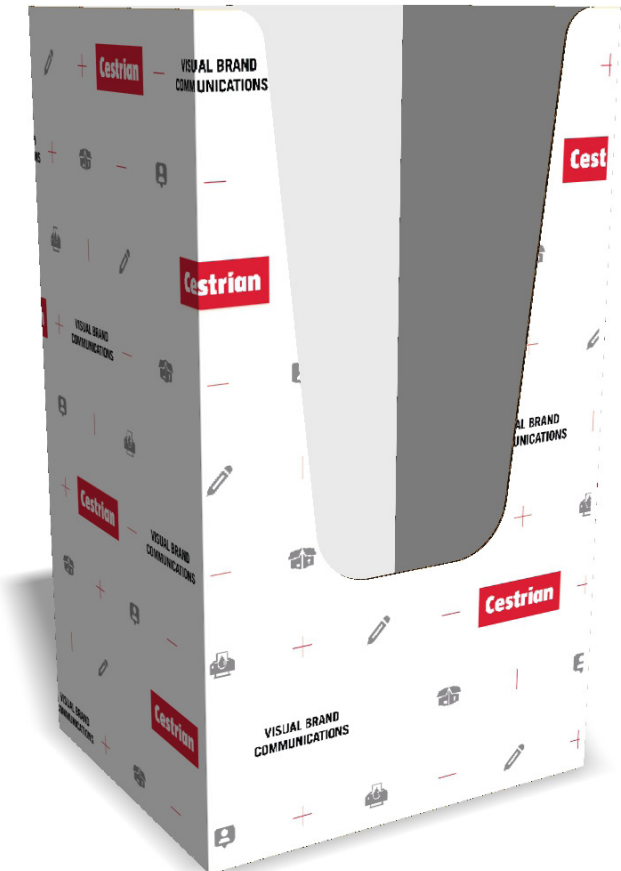- 2D and 3D models can be created to help you visualise the design in-store

PRINT

- Four-colour digital process
- Artwork printed directly on the substrate
- Cut to shape

OPTIONS

- Header board
- PVC pocket
- Correx is recommended for outdoor usage
- Pallet wraps can also sit on top of pallets (just ask)

PALLET SKIRT

DESCRIPTION

Type | Skirt wrap for full-size pallet
Material | EB flute corrugated board
Dimensions | 1210mm × 250mm × 1010mm
Fixing | Tape
Environmental | Board 100% recyclable
Shipping | Flat

PRINT

- Four-colour digital process
- Artwork printed directly on the substrate
- Cut to shape

UNIQUE FEATURES

- Easy to assemble
- Sits over standard-size pallets
- Ideal for dressing pallets to ensure your retail space or warehouse looks neat, tidy and branded
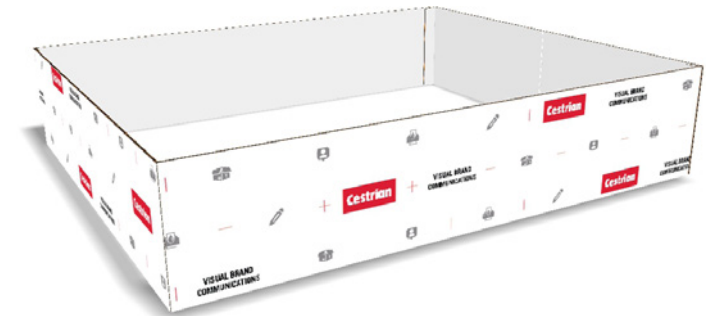- 2D and 3D models can be created to help you visualise the design in-store

OPTIONS

- Correx is recommended for outdoor usage

INSPIRATION
SOME OF THE GREAT DISPLAYS WE'VE PRODUCED

Cestrian

LET'S
TALK

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