

Visual Merchandising Guidelines

How to display our products and use our POS

A few notes...

- Shelves should be well stocked but neatly laid out
- Ensure there are no gaps in the product on shelves
- Product should always be visible and easily accessible
- Product packaging should be in a 'like new' condition
- Products should be organised logically by type, size, colour or material
- Alternate colour bases wherever possible
- Product should only ever face forwards with the exception of turning select boxes as outlined below
- Our boxes feature a bold 'Made From Waste, To End Waste.' message on one side. Turn select boxes to break up the display and draw the eye down through the display when using multiple shelves.
- Use branded POS to strengthen brand identity within the display
- POS should always be given space and should never block product
- Our boxes have been designed to be stacked so please do! We find that two 12oz cups on top of one another look great next to a stacked 16oz and 8oz cup.



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MADE FROM / RECYCLED STAINLESS STEEL

16oz
454ml

100% LEAKPROOF AND LOCKABLE

circular & co.

REUSABLE CUP

MADE FROM / RECYCLED PAPER CUPS

8oz
227ml

100% LEAKPROOF AND LOCKABLE

circular & co.

REUSABLE CUP

MADE FROM / RECYCLED STAINLESS STEEL

12oz
355ml

100% LEAKPROOF AND LOCKABLE

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The World's first cup made from recycled paper cups

circularandco.com

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Paper Cups

Three shelf display

A large three shelf display using both POS options, product grouped by size as well as multiple sizes stacked together. Boxes turned to display messaging.



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Paper Cups

One shelf display

Use of POS next to a small display of products. Either displaying one size only, or with multiple sizes stacked together. Boxes turned to display messaging.



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Stainless Steel

Two shelf display

A display of the best selling 12oz size sits next to the logo plaque POS above a shelf with 8oz and 16oz cups stacked together. Boxes turned to display messaging.



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Stainless Steel

One shelf display

Multiple sizes stacked together next to a logo plaque POS. Single box turned to display messaging.



NOW Cup

One shelf display

A collection of NOW cups stacked and displayed next to a logo plaque POS.
Single box turned to display messaging.



Single Colour

One shelf display

A single colour display with both paper cup and stainless steel base options in all three sizes stacked next to a logo plaque POS.



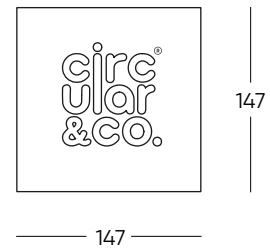
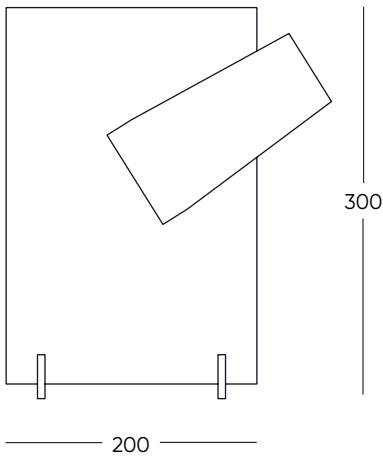
Full range display

All product types and sizes, organised by colour around a central logo plaque POS, blocking out a large area across three shelves.



POS options

A choice of two POS options. One featuring a leakproof cup feature and bold brand messaging, the second a simple logo plaque.



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