



## The Challenge

### Display Engineering Done Right

For parents and students, back to school means business—for businesses it means big opportunity. 3M wanted to promote their Command™ strip damage-free hanging technology to college students in Walmart stores throughout the country. 3M's creative agency introduced a relatable and unique dorm bed concept and 3M came to the Vomela Companies' to bring it to life. We didn't leave them hanging...

Contact Us [hello@vomela.com](mailto:hello@vomela.com)

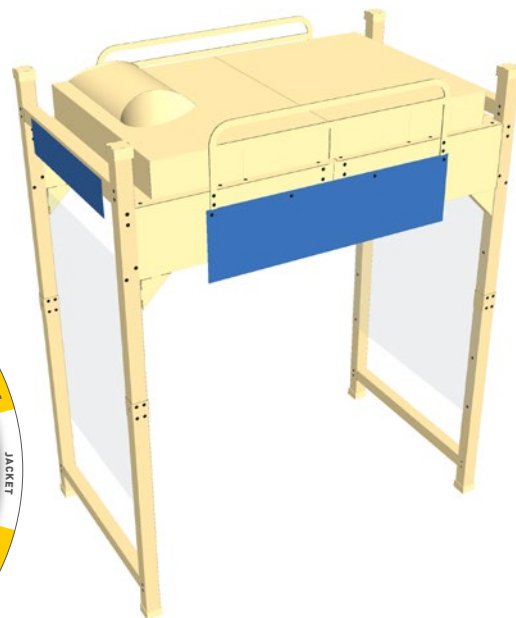


## The Solution

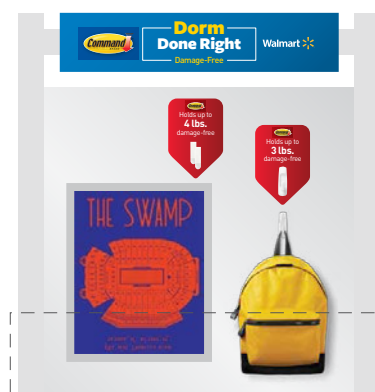
Presented with a curriculum to create a realistic loft bed with two-months to be in stores—our production team got to work. Our Vomela St. Paul group worked with Vomela affiliate, The Bureau, to create uniform kits for Walmart stores. Each kit included a faux loft bed structure to house 3M's Command™ strip products, a selector wheel with pedestal for easy product selection, and a variety of promotional signage pieces including; banners, shelf talkers, and lug ons. The complete promotion shipped partially assembled making it a breeze for in-store setup.



Spiny Wheel Selector



Outer view



Loft Bed

Inside view





# The Results

The in-store result proved easy to assemble and showcased 3M's product offering in a fun and interactive application. You could say we have a master's degree in display design engineering; this project allowed us to show that while continuing to strengthen our relationship with our long standing partner, 3M.

## Materials

- 3M very high bond (VHB) tape
- 1/8" clear acrylic
- B Flute corrugate
- E Flute corrugate
- Envirocor
- Banner Materials
- Komatex

