

Creating Disruption at Retail..
this was the single line brief GMT received from Pepsi
Max. GMT developed the MT look for Pepsi Max with the
following challenges in Mind.

Challenge

- To develop an exciting merchandising solution for Pepsi Max for the modern trade channel.
- The merchandising had to be highly disruptive, engaging and had to hold a lot of stock.
- All the solutions had to be highly scalable. Roll- out was planned in hundreds of outlets pan India.

The Solution

- We used the unique bottle shape as a key feature in the design development.
- We developed exciting lobby display units, FSUs, end cap cladding systems as well as experience zones.
- We engineered the elements with high precision and keeping the merchandising team in minds. We had to ensure that they unit were easily transportable and easy to implement at store level.

Key Elements we designed



◀ 4X3 FT LDU

What better way to showcase the shape of the bottle than to have it pop out from a giant wave. This unit was made of specially treated MDF and thermoformed plastic. We had to ensure that these units had to be easy to assemble and therefore engineered an evolved knock down system which requires no additional tools.

◀ FSU

This unit is an exact replica of the Pepsi Max bottle. It

Case Study Highlight



Whats New

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[GMT launches new sampling solution for beverages](#)

Business Divisions





is a highly complex unit with 6 thermoforming moulds, supported by a metal frame. We had to take absolute care to stick to the exact engineering drawing of the bottle. We procured special gloss material to maintain the actual gloss of the bottle.



◀ Experience Zone

The idea was to create an experience rather than a display. The shopper had to engage with the unit rather than just look at it. For that we used special lighting to create the neon effect. We also looped the Pepsi Max commercials on an integrated media player.

Reach Us

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