

Smart Solution - Top Story



Hahnemühle

Hahnemühle FineArt was founded in 1584 in Solling in southern Lower Saxony and is now one of the leading producers of the fine art papers and life sciences solutions and is the inventor of Digital FineArt Papers. Hahnemühle FineArt has developed a filter paper which can be punched directly to make disposable mouth and nose protection.

THIMM has used digital printing to develop a dispenser and a sales display for the marketing launch. With this fantastic all-in-one solution Hahnemühle is offering retailers full flexibility to sell the disposable mouth and nose covers in the dispensers, with or without the sales displays.

"Thank you to THIMM Group for creating the of the high-quality display and packaging concept at lightning speed."

Jan Wölfle, Managing Director Hahnemühle FineArt



Hahnemühle FineArt

Jan Wölfle, Managing Director



CUSTOMER BENEFITS

Benefits of the dispensers and the sales displays as a flexible all-in-one solution at the POS

- » Dispenser with two uses: Secure product protection during transportation and a tidy merchandise display in the retail outlet
- » The additional insert functions as a hook for neatly hanging the mouth and nose protection
- » The tear perforation on the front makes the dispenser easy to open and remove the product
- » The additional sales display as a secondary placement increases customer awareness and stimulates impulse purchases
- » Dispensers can be used for merchandise displays on the shelf or can be combined with the sales display
- » Digital printing for full flexibility, speed and high-quality
- » All-in-one solution for an efficient process for the marketing launch



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