Cardboard Display Stand Product Knowledge Training Manual

1. Why Cardboard Displays Are the Industry Trend

Advantages	Description	Customer Value
Eco-friendly & Recyclable	Made of corrugated cardboard / art board, 100% recyclable; FSC-certified options available	Complies with European & American retail environmental regulations (e.g. UK Plastic Packaging Tax); boosts brand ESG image
Lightweight & Low Cost	50%-80% cheaper than metal, acrylic or wooden displays	Promotional fixtures have short service cycles; low cost enables frequent seasonal replacements
Knock-Down (KD) Flat Shipping	Shipped flat, cutting ocean freight volume by over 70%	Dramatically reduces logistics & shipping expenses
Tool-Free Assembly	Interlock snap structure without extra tools; fully set up by store staff within 1–3 minutes	Saves labor time for retail outlets; no installation training required
Fully Customizable	Full customization of dimensions, tiers, colors, printing and structural design	Matches brand visual identity and fits all product sizes
Premium Printing Performance	CMYK four-color printing, lamination, UV coating and hot stamping for high-definition graphics	Captures shopper attention at shelf edges and drives impulse purchases

2. Product Scope & Definition Boundaries

✅ Core Cardboard Display Fixtures

Cardboard Display Stand, PDQ Display Box, Pallet Display Tray, Countertop Display Stand, Hook Hanging Display, Turntable Spinner Display, Cardboard POS Merchandising Props

✅ Corrugated Packaging Boxes

Retail Ready Packaging, Folding Carton, Mailer Box, Retail Display Carton

3. Full Product Line Classification System

Classification 1: By Placement (Most Widely Used by Clients)

Type	English Term	Features	Typical Application Scenarios
Floor Standing Display	Floor Standing Display Unit (FSDU)	Independent floor-standing unit, height 120–180cm, high load-bearing capacity	Supermarket aisles, hypermarket promotional zones
Pallet Display	Pallet Display / Pallet Tray	Pre-built on standard shipping pallets, transportable by forklift for direct store delivery	Warehouse membership retailers (Costco-style), bulk seasonal promotions
Countertop Display	Countertop / Tabletop Display	Compact size (20–60cm tall), placed on checkout counters & retail counters	Checkout impulse goods, cosmetic counters, pharmacy retail
PDQ Display Box	PDQ (Pretty Damn Quick) Display Box	Carton with viewing window, stackable for shelf placement	Cosmetics, toys, stationery, packaged food
Hanging Hook Display	Hook Display / Hanging Merchandiser	Pre-punched hanging holes for wall or rail mounting	Socks, earphones, small electronics, hand tools
Rotatable	Turntable /	360° rotating	T-shirts, hosiery,

Type	English Term	Features	Typical Application Scenarios
Turntable Display	Spinner Display	structure, double-sided or four-sided display panels	cosmetics, snack packs

Classification 2: By Structural Form

Structure Type	English Term	Description
Multi-Tier Shelf Tower	Shelf Tower	Stackable layered shelving, the most mainstream style with 3–7 tiers
Stackable Overlap Trays	Overlap Tray	Layered offset stacking trays for direct product placement
Gravity Feed Incline Rack	Incline / Gravity Feed Display	Sloped panel design allowing automatic forward sliding of merchandise
Pop-Up Foldable Display	Pop-up / Foldable Display	One-piece integrated folding structure for ultra-fast deployment
Pegboard Hook Panel	Pegboard / Hook Panel	Perforated panel compatible with assorted hanging hooks
Window View Carton	Window Box / PDQ Box	Carton fitted with transparent plastic viewing window for product visibility

Classification 3: By Industry Application

Industry	Typical Merchandising Products	English Case Reference
Food & Beverage	4-tier floor beverage racks, snack chip display stands	Customized 4-Tier Beverage Display, Potato Chips Snacks Display
Cosmetics	Countertop lipstick stands, multi-layer foundation display towers	Countertop Makeup Lipstick Display, 3-Tier Cosmetic Foundation FSDU
Pet Supplies	Floor-standing pet food display racks	FSC Certified Pet Food & Cat Care Display
Books &	Retail bookstore	Bookshop Cardboard Book Displays

Industry	Typical Merchandising Products	English Case Reference
Stationery	cardboard book stands	
Apparel	Double-sided rotating T-shirt racks, foldable sock displays	2-Sided Turntable T-Shirt Display, Folding Sock Merchandiser
Seasonal Promotions	Foldable desktop Christmas POS, gift display units	Foldable Christmas Desktop POS Display
Warehouse Retail	Bulk pallet display trays	Costco-style Pallet Display Tray

4. Core Product Specifications: Materials, Structure, Printing, Dimensions & Certifications

A. Corrugated Board – Primary Material for Floor Stands

Corrugated board consists of liner face paper, fluted medium and back liner paper; the wave-shaped fluting delivers superior load-bearing and shock absorption performance.

Flute Profile	Thickness	Core Characteristics	Application Range
E-Flute (Fine Flute)	~1.5mm	Thin, smooth surface with excellent printing effect	Countertop stands, PDQ boxes, light-load merchandisers
B-Flute	~3mm	Medium load-bearing capacity	Medium-sized floor display units
C-Flute	~4mm	Heavy load performance	Heavy-duty floor racks, full pallet displays
A-Flute	~5mm	Thickest & highest	Heavy-duty shipping packaging

Flute Profile	Thickness	Core Characteristics	Application Range
		rigidity	only
Double Wall BC-Flute	~6 - 7mm	Double-layer reinforced load capacity	Oversized high-weight floor display stands

Grammage (GSM)

Standard face liner grammage: 150–300gsm; higher GSM equals stiffer board with higher cost.

Standard Board Thickness

3mm / 4mm / 5mm / 6mm; 5–6mm single wall or double wall BC-flute recommended for heavy load requirements.

Common Paper Surface Finishes

Natural kraft liner (eco rustic aesthetic), white coated liner (vibrant printing), grey chipboard backing.

B. Cardboard/Paperboard—The mainstay for counter displays and display boxes.

- Coated Art Board: Coated surface for vivid, high-end color printing
- Grey Chipboard: Thick, cost-effective substrate for box base reinforcement
- Kraft Solid Board: High tensile strength, natural eco visual style

C. Auxiliary Raw Materials

Material	Functional Purpose
Adhesive Glue	Carton folding & lamination; eco water-based glue mandatory for international orders
Printing Ink	Water-based eco ink (global environmental compliance); UV ink for glossy surface finish

Material	Functional Purpose
Lamination Film	Gloss or matte film for water resistance, abrasion protection and texture upgrade
Clear Window Film	PET / PP transparent sheet for PDQ viewing windows
Hanging Hooks	Metal or plastic hooks for hanging merchandising fixtures

Structural & Load-Bearing Technical Knowledge

1. Load capacity is determined by board thickness, flute profile, reinforced support ribs, snap lock structures and shelf span; wider shelf span reduces maximum tier weight capacity.
2. Load Reference Standard:
    - E-flute countertop stands: ≤2kg per tier
    - B / C-flute floor displays: 5–15kg per tier
    - Double wall reinforced structure: ≥20kg per tier
3. Knock-Down (KD) Folding Design: Pre-scored crease lines + interlock snap locks enable flat packing without tools.
4. Assembly Methods: Slot & lock interlocks, tab inserts, adhesive tape, minimal spot glue.

5. Printing Process Technical Guide

Process	English Term	Visual Effect	Cost Surcharge Level
4-Color Process Printing	CMYK / 4-Color Process	Standard full-color graphic reproduction	Base price benchmark
Spot Color Printing	Pantone / Spot Color Matching	Precise brand corporate color replication	Medium surcharge
Gloss / Matte Lamination	Glossy / Matte Lamination	Waterproof, scratch-resistant, enhanced texture	Low surcharge
UV Coating	UV Varnish Coating	Partial or full glossy finish for premium appearance	Medium surcharge

Process	English Term	Visual Effect	Cost Surcharge Level
Hot Foil Stamping	Hot Stamping / Metal Foil	Metallic gold / silver decorative effect for luxury styling	High surcharge
Emboss / Deboss	Embossing / Debossing	Raised or indented 3D tactile texture	Medium surcharge
Post-Lamination Die Cutting	Die-Cutting	Custom irregular structural shaping	Included in base pricing

Color Matching Standard

All color tolerance referenced to Pantone Matching System (PMS) or pre-production color strike-off samples.

Eco Printing Compliance

Global major brands (especially European clients) require water-based eco ink + FSC-certified paper; official FSC certification documents available upon request.

6. Key Factors Affecting Final Unit Price

1. Overall display volume (largest cost variable, higher volume consumes more raw board material)
2. Tier quantity, irregular custom structures, extra reinforced support components
3. Board grammage & flute type (white coated vs kraft liner, single wall vs double wall)
4. Printing specifications: color count, lamination, UV coating, hot stamping and special finishes
5. Order quantity above MOQ: higher order volume reduces unit cost via amortized mold & setup fees
6. Extra accessories: hanging hooks, pallet bases, transparent window film, adhesive labels

7. Tiered Quotation & Production Lead Time Reference

Order Quantity Range	Standard Production Lead Time
1 – 50 units	~5 working days

Order Quantity Range	Standard Production Lead Time
51 – 100 units	~7 working days
101 – 500 units	~10 working days
Over 500 units	Lead time confirmed separately per order

- Custom order Minimum Order Quantity (MOQ): 50 units
- Sample lead time = production turnaround + international shipping transit time

8. Core Sales Key Talking Points

1. Six mandatory inquiry factors for accurate quotation: Overall dimensions, tier count, load-bearing requirement, printing specifications, order quantity, target sales country. Quotation only provided as price range if any factor missing, with clear explanatory notes.
2. Three tiered product packages for different client budgets:
    - Economy Version: Natural kraft board + single-color printing
    - Standard Version: White coated board + CMYK four-color print + matte lamination
    - Premium Version: Full lamination + UV coating + optional hot foil stamping
3. Highlight KD flat packaging: Significantly reduces ocean shipping cubic volume, actively calculate freight savings for clients.
4. Unit price decreases proportionally with increased order quantity.

9. Custom Development & Standard Order Processing Checklist

Standard Custom Workflow

Client Inquiry → Collect 6 Core Demand Factors → Initial Quotation → Graphic & Structural Design Confirmation (3 design working days) → Pre-Production Sample Approval (7 sampling working days) → Mass Production Placement → Mass Production (5–10 working days based on quantity) → In-House QC Inspection → KD Flat Pack Shipment (Ocean / Air Freight) → In-Store Tool-Free Assembly & Merchandising

10. Frequently Asked Client Questions & Professional Response Guidelines

Client Question	Standard Professional Answer Key Points
What is the maximum load capacity? Will the display collapse under weight?	Load capacity depends on board thickness, flute profile and structural reinforcement: standard tiers support 5–15kg; reinforced double-wall structure supports 20kg+ per tier. We design customized structures according to your product weight, and all finished displays pass full load-bearing testing before delivery.
Can this display be shipped flat & folded?	Yes, all designs adopt KD knock-down flat packaging, fully tool-free assembly; retail staff can complete setup within 3 minutes.
What is your minimum order quantity?	Standard custom MOQ is 50 units. Pre-production samples available for visual & structural verification first; unit price reduces as order volume increases.
What is the full delivery timeline?	Mass production takes 5–10 working days depending on order size. Additional transit time: Ocean freight to EU & US 20–40 days; air freight 3–7 days. Rush production available for seasonal promotion deadlines.
Is your cardboard display eco-compliant?	Constructed with 100% recyclable corrugated board & solid art board. FSC-certified paper and water-based eco ink optional, fully compliant with EU & US retail environmental policies.
Can we print our brand logo and customize all dimensions?	Full customization supported: dimensions, tier layout, structural design, color scheme and brand logo. Our design team provides structural & graphic mockups within 3 working days based on your requirements or supplied artwork.
How to guarantee printing color accuracy?	CMYK four-color printing or Pantone spot color matching available. Pre-production strike-off samples provided for color confirmation before mass production; all mass printing follows approved sample color tolerance.
Why are cardboard	Cardboard displays save cost on raw materials and ocean

Client Question	Standard Professional Answer Key Points
displays cheaper / more expensive than plastic & metal fixtures?	freight via KD flat packing. Positioned as short-term promotional merchandising: low replacement cost allows frequent seasonal refreshes, with superior graphic printing effect compared to plastic or metal alternatives.
Can products pass target country compliance certifications?	Certifications including FSC, CE, RoHS and EU material compliance documents available; full compliance checklist prepared based on your target sales market.
How do you guarantee finished product quality?	4.8/5 star rating on international B2B platforms with 934 verified buyer reviews, 97% on-time shipment rate. Full finished-goods QC before dispatch; third-party on-site inspection supported upon client request.

11. Material Performance Comparative Chart

Comparison Item	Cardboard Display	Plastic / Acrylic Display	Metal Display Rack
Unit Cost	Low	Medium	High
Shipping Cost (KD Flat Pack)	Extremely Low	High (large occupied volume)	High (heavy dead weight)
Environmental Recyclability	100% Recyclable ✅	Limited recyclability	Limited recyclability
Graphic Printing Performance	Excellent (CMYK + multi-finish options)	Average	Poor
On-Site Assembly	Tool-free, complete within 3 mins	Requires assembly hardware & tools	Requires assembly hardware & tools
Recommended Usage Cycle	Short-term promotions / new product launches	Medium-term fixed merchandising	Long-term permanent fixtures
Custom Development Lead Time	Fast (7-day sampling turnaround)	Medium	Long

12. Industry Applications & Buyer Persona Analysis

Buyer Category	Core Demand Characteristics	Key Communication Focus
Brand Marketing Department / Product Managers	New product launches, seasonal campaign displays; prioritize visual design & fast lead time	In-house design capability, rapid sampling, guaranteed delivery timeline
Supermarket & Chain Retail Procurement	Standardized in-store merchandising, bulk orders, strict cost control	Raw material cost advantages, KD freight savings, stable load-bearing structure
POP Advertising & Merchandising Agencies	Sourcing fixtures on behalf of brand clients; prioritize flexible pricing & turnkey solutions	Fast quotation response, 2–3 tiered design proposals, agency cooperative policy
Overseas Importers & Trading Companies	Resell to local end retailers; prioritize stable production capacity & compliance certificates	Mass production capacity, FSC certification, third-party inspection support
E-Commerce Sellers	Small-batch wholesale or in-shop photography props	Low minimum sample order policy, flexible small-batch production

Typical Merchandising Demand Scenarios

1. New Product Launch: Eye-catching shelf merchandising → Floor Standing FSDU / Countertop Display
2. Seasonal Marketing (Christmas / Halloween / Valentine's Day): Themed graphic fixtures → Seasonal Custom POS Displays
3. Supermarket Promotional Campaigns: Endcap bulk stacking → Pallet Display / FSDU Floor Stands
4. Checkout Impulse Merchandise: Small lightweight goods → Countertop Stands / PDQ Boxes
5. Inventory Clearance: Fast mass bulk sales → Full Pallet Display Trays

13. Core Target Markets & Regional Preference Guidelines

Primary Sales Markets: Australia, United States, Sri Lanka, Israel, United Kingdom

1. North America & Australia: Prefer oversized floor FSDUs; strict FSC environmental requirements, strong seasonal order fluctuations
2. Europe (United Kingdom): Highest environmental compliance standards; plastic packaging tax drives wide adoption of cardboard alternatives, full supporting compliance documentation required
3. Middle East & South Asia: Highly price-sensitive buyers; prioritize cost-performance ratio and fast production lead times