

## Notable Uses

Trumari's eye-catching, three-dimensional Lama instant foldable display systems are revolutionizing the way companies display their brands—providing an eco-friendly, highly-effective and visually-arresting alternative to traditional displays.



### Wilson Sporting Goods

Sporting equipment manufacturer Wilson Sporting Goods needed a large display that could hold 24-dozen golf balls. Working together with their creative team, Trumari developed a Rectangular Shelf Lama with an appealing design to house the product and an easy set-up that was also compact and lightweight. A huge success, Wilson continued using the design for a total of four product launches in more than 125 stores nationwide. The Lama has also saved the company more than 45 percent in shipping costs when compared to traditional metal or wood displays.

### Zevia

All natural soda company Zevia wanted to differentiate its zero-calorie soft drink from competitors. With a focus on displaying the beverages front and center, Trumari developed a unique Prism Lama featuring ultra-strong shelves able to hold more than 40 pounds each and easily changeable headers showcasing various products for different promotions. With the eco-friendly Lama's now on display in more than 75 natural food markets across the country, Zevia has significantly extended its branding impact.



### Hewlett-Packard

Multi-national information technology company Hewlett-Packard (HP) needed a large and vibrant—yet lightweight and portable—table for in-store demonstrations of their Mobile Printing Solutions. The Large Table Lama designed by Trumari proved both effective and durable—with field representatives able to easily carry—and repeatedly deploy—the Lama for demonstrations at more than 1,300 retail locations across the country, including Walmart, Best Buy and Staples.

## Walt Disney Company & Kellogg's

The Walt Disney Company and Kellogg's wanted to alert children and their parents about a fun new cereal box top promotion for free tickets to the Monsters University movie. Together with Trumari, the team created an eye-catching and graphically appealing six-foot tall display specially designed to be easily transportable in a compact space. The resulting display—which can be found at more than 5,700 grocery stores nationwide—has been a great success as an unparalleled merchandising solution with a branding “wow” factor to boot.



## Nintendo

When Nintendo of America launched the new Donkey Kong Returns game for their 3DS handheld devices, they needed a display to effectively brand the product at Fry's, GameStop and other video game retail stores. To help them succeed, Trumari created a special Column Lama sporting the iconic Donkey Kong character with a colorful, vibrant four-color process print. Also featuring two pockets on each side to display games, the easily deployable and visually-arresting Lama has helped Nintendo reach gamers in more than 800 stores across the United States and Canada.