



The Lama[®] of the Month: Chocolate Shop

When you have big news to share, you want to shout it from the rooftops. And you can boldly put it on a Lama display. That's what we did for Chocolate Shop, the ultimate "Chocolate Lover's Wine" made by Precept Wine. After being declared "Pure Heaven" on NBC's The Today Show, Precept needed a quick way to capitalize on its newfound fame. This Lama display hit the perfect note.

We helped design a bottle-shaped display that perfectly rendered the wine label, along with a prominent message about the wine's television appearance. Customers in specialty wine stores as well as selected grocery stores easily spot the prominent message, raising their likelihood of buying a bottle or two. With specialty wines, like any beverage, the competition for shelf space and shopper attention is fierce. We'll work with you to design a Lama display that makes a splash at retail.

Color and image reproduction that's simply mouthwatering

For any brand to stand out in crowded supermarket aisles or specialty gourmet food stores, packaging and presentation are key. A Lama display has the color and image reproduction needed to entice customers to your product. Just look at this Lama for LINDOR truffles by Lindt. Who could resist such a tempting delicacy?

With your product photography and other imagery, Trumari can make graphics seemingly jump off the Lama through our reticulated coating process. Plus, we can add gloss varnishes, embossing, metallic inks and other effects to create a display that makes your product irresistible. Contact us and we'll show you all the possibilities.



Increased sales? We'll drink to that

The initial retail sales forecasts for the holiday season and 2015 are looking bright, and marketers need to take advantage of every opportunity to be foremost in shoppers' minds. This Lama, for Beam Suntory's premium spirits brands, is a great example of creating one central message for an extended line of products.

A die-cut window and counter helps spotlight three featured brands while the rest of display leaves room for the many choices customers have when buying Beam Suntory spirits as a gift. Best of all, this display comes flat-packed in two pieces, unfolds and is assembled in seconds. Whether you need to make a brief seasonal impact or drive sales all year long, talk to us about a Lama display that keeps the good times flowing.



UPCOMING HOLIDAYS AND EVENTS

December 7
Pearl Harbor Day

December 16
First Night Chanukah

December 23
Festivus (for the rest of us)

December 25
Christmas Day

December 26
First Day of Kwanzaa
Boxing Day (Canada)

December 31
New Year's Eve

December is also:
International AIDS Day
Tomato Month
National Drunk and Drugged Driving Prevention Month
Safe Toys and Gifts Month

Because deals change fast, Lamas can too.

If your brand is in a category that's very price-sensitive or features frequent promotions, you know how critical it is to keep your message updated. That's why Lama displays make the perfect option. For example, take this one we created with Simple Mobile, a prepaid mobile network operator. When they needed to announce their \$40 4G LTE plans, they turned to this simple but effective display.



Along with the brand's distinctive color palette, this Lama features a built-in brochure holder so shoppers can pick up more information about the price promotion. So with an easy-to-replace display, Simple Mobile can get their message in stores quickly, and change it out when needed. Talk to us about your needs and we'll design a display that's ready to change as fast as your promotions or pricing dictate.



Start designing your Lama today.

Please visit www.trumari.com or call us at (855) 878-6274 for more information.

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