

Putting the “pop” in point-of-purchase displays

Marketing Impact, Ltd. creates award-winning displays with Eastman Spectar™ copolyester.

Transforming designs into displays

The right material selection has helped Marketing Impact, Ltd. of Concord, Ontario, Canada, create innovative and eye-catching point-of-purchase displays for some leading consumer brands. Crafting these displays requires materials that enable unlimited design capability, fabricating ease and flexibility, printing capabilities, riveting, bonding, bending, and more.

Marketing Impact, Ltd. envisioned a giant tape dispenser for a Scotch™ Magic® Tape display that needed exactly what Eastman Spectar™ copolyester could provide—durability, less packing material required, and a material that would remain safe during shipping.

Printing that pops . . . riveting that doesn't

Marketing Impact, Ltd. reproduced the popular Scotch™ tape dispenser in curve and color. “The tape dispenser is a great example of how beautifully you can print on Spectar,” says Michael Vogler of Marketing Impact, Ltd. “The material is amazing. It falls on the floor, you pick it up and use it again,” says Vogler. “I feel comfortable throwing the display into a box for shipping, knowing that it will arrive undamaged,” says Vogler.

The strength of Eastman Spectar™ copolyester enabled Marketing Impact, Ltd. to use less material and lower costs. More than half of Marketing Impact's displays are now made of sheet extruded from Spectar. “It's fun. It's easy to use. You can curve and manipulate it. I love the material,” says Vogler.



Made with Eastman Spectar™ copolyester, Marketing Impact, Ltd. puts the “pop” in this point-of-purchase display.



The results of insight™

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