

In the dynamic and competitive world of retail, capturing the customer's attention is key to driving sales. Our point-of-sale displays are designed to create an immediate visual impact, ensuring that products stand out, are easily accessible and foster an engaging shopping experience.

Discover our customer-made displays to transform your point of sale. At DS Smith, we take a collaborative approach to designing and manufacturing displays that not only showcase products but also put them in the spotlight, whilst delivering benefits throughout the entire supply chain, from production to the store. Our custom designs, combined with high-quality materials and innovative printing techniques, guarantee exceptional results.

Standing out at the point of sale

By enabling the inclusion of personalized brand messages, displays become powerful tools for reinforcing branding and increasing brand recognition. These visual elements, strategically placed at points of sale, capture consumers' attention and clearly and concisely convey the brand's identity and values, whilst also boosting sales.

As they can be adapted to different formats and sizes, the displays can be used for any type of product or campaign, ensuring effective and memorable communication.

- Fully customisable
- Increase product visibility
- Boost brand recognition and maximise impact at the point of sale
- Ideal for promotional campaigns, product launches or seasonal sales, amongst others



Enhanced Sustainability

Our displays are not limited to showcase the products. They are the result of constant innovation aimed at minimising our environmental impact. Made from corrugated cardboard, our displays are environmentally friendly. From the protection bases to the price holders, we are able to replace traditional materials such as polypropylene and PVC with corrugated cardboard, proving that it is possible to combine sustainability and resistance without compromising quality

- 100% recyclable
- Replacement of plastic parts

Great Versatility

From ready-to-use pre-loaded displays to customised and modular structures, we offer a wide range of solutions tailored to the specific needs of each brand and product. Whether it's a local campaign or an international launch, our displays allow you to create unique and consistent brand experiences at any point of sale. With folding or pre-assembly options, as well as different load levels, you'll be able to find the perfect solution to showcase your products and achieve your objectives.

- Suitable for different shapes and sizes, including theatrical displays
- Versatile and easy to install

