

plaform[®] Convertible Display



The Plaform[®] Convertible Display is a corrugated cardboard solution that combines logistical functionality and visibility in a single packaging unit, transforming the transport tray into a display unit ready for the point of sale.

Thanks to its convertible design, the transport tray can be manually transformed into a display unit in a matter of seconds, without the need for additional tools or processes. This makes it an effective solution for both the logistics chain and presentation at the point-of-sale. With its Plaform-style structure, it facilitates stacking[®], provides stability during transit and acts logistically as a transport tray, whilst serving as a display unit at the point of sale.



Traditional Plaform tray
for fruit and vegetables



Manual assembly



Point-of-sale
display



Stackable design for
displaying multiple modules

Logistics and preservation

The Plaform[®] structure ensures excellent stability during transport and storage, facilitating safe stacking throughout the entire supply chain. This solution protects the goods from knocks and facilitates its preservation, keeping fruit and vegetables in optimal condition until they reach the point of sale.

Furthermore, its convertible design allows for a quick transition from a logistics tray to a display unit, which streamlines in-store processes and reduces product handling.

Versatility in formats and uses

The tray can be quickly and easily converted by hand into a display stand, adding value at the point of sale. Its reusability and dual functionality save space, time and materials, whilst improving product visibility.

Ideal for adapting to different in-store presentation needs, both as individual units and in stacked modules.

- 2-in-1 conversion: tray + display stand
- Easy manual assembly in one step
- Stackable structure allowing multiple modules to be displayed

Sustainability

Made from 100% recyclable corrugated cardboard, this solution helps to create a more sustainable supply chain and reduces the need for additional materials for in-store display.

By combining transport and display in a single package, environmental impact is minimised and logistics processes are simplified.

- 100% recyclable single-material packaging
- Optimisation of resources in logistics and at the point of sale