



# Point of Purchase Display | Process Book

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# Table of Contents

## Discovery

Product Research

## Define

Merchandising Goals

Sketches

## Develop

Final Design

Infographics

Final Model

# Discovery

## Bees Wrap Research

Founded in 2012 by Vermonter Sarah Kaeck, a mother of three, gardener, milker of goats, and keeper of chickens. Bees Wrap was created with the intention to replace the use of plastic in the kitchen for a healthier and more sustainable environment.



# BEE'S WRAP®

SUSTAINABLE FOOD STORAGE



# Define

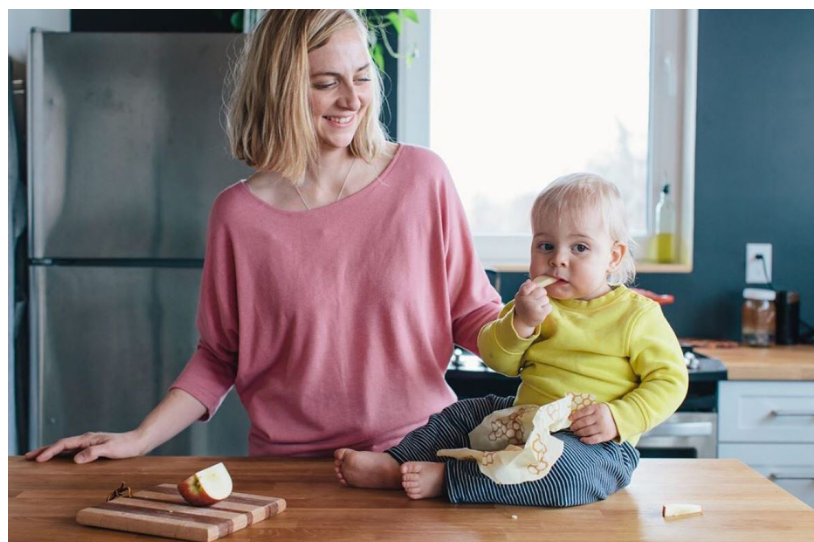
## Merchandising Goal

Bees Wrap was created with the goal of promoting sustainability due to its organic and transparent ingredients. By being fully biodegradable the product becomes desirable for those who care about the environment and about the people they provide to. The successful POP display for beeswrap will not only provide the space Bees Wrap deserves, but also inform it's customers about the greatness that comes after purchasing Bees Wrap by giving back to a local community or to the environment.

*Turmeric Gold*

*Light Grey*

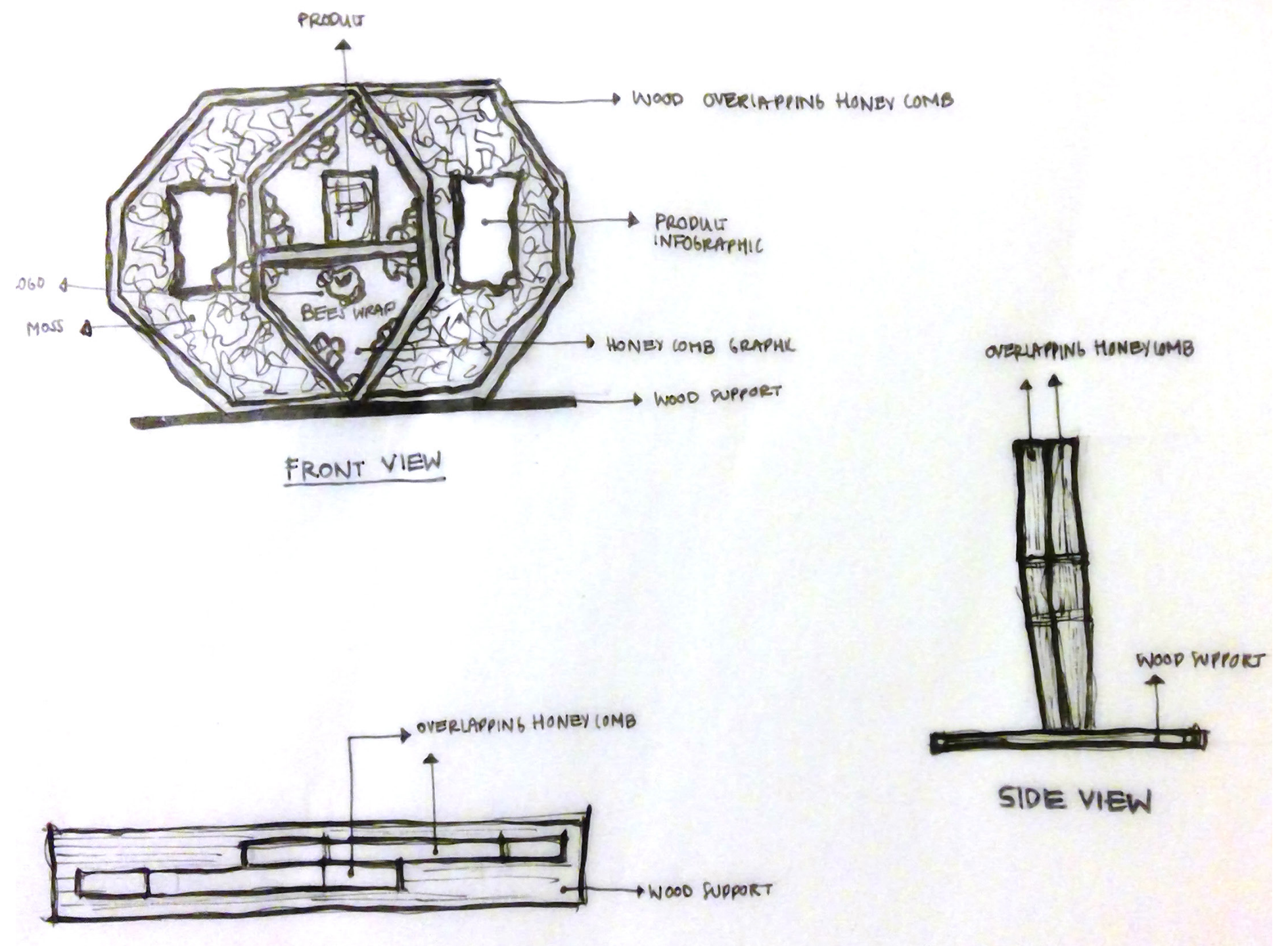
*Green*





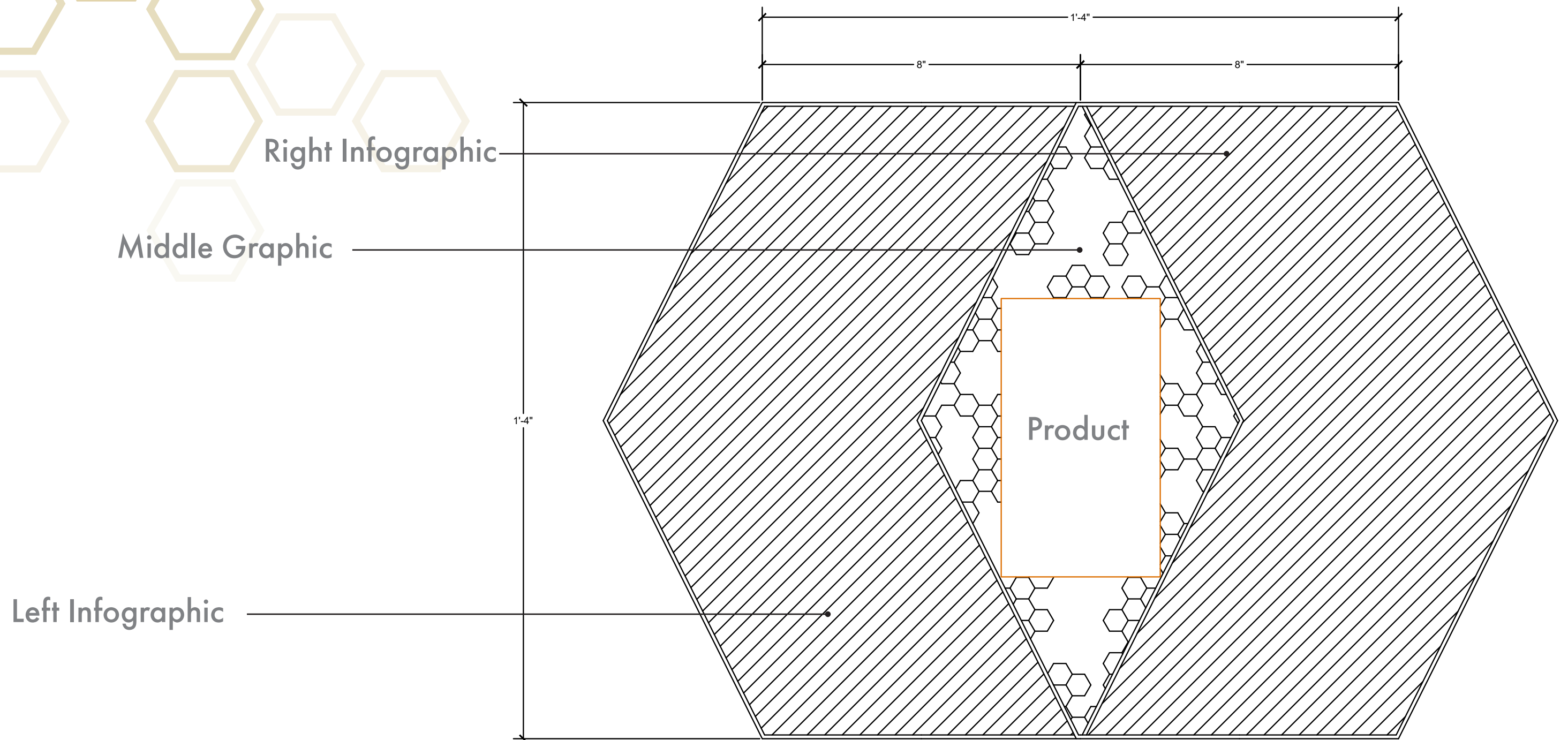
# Define

## Sketches



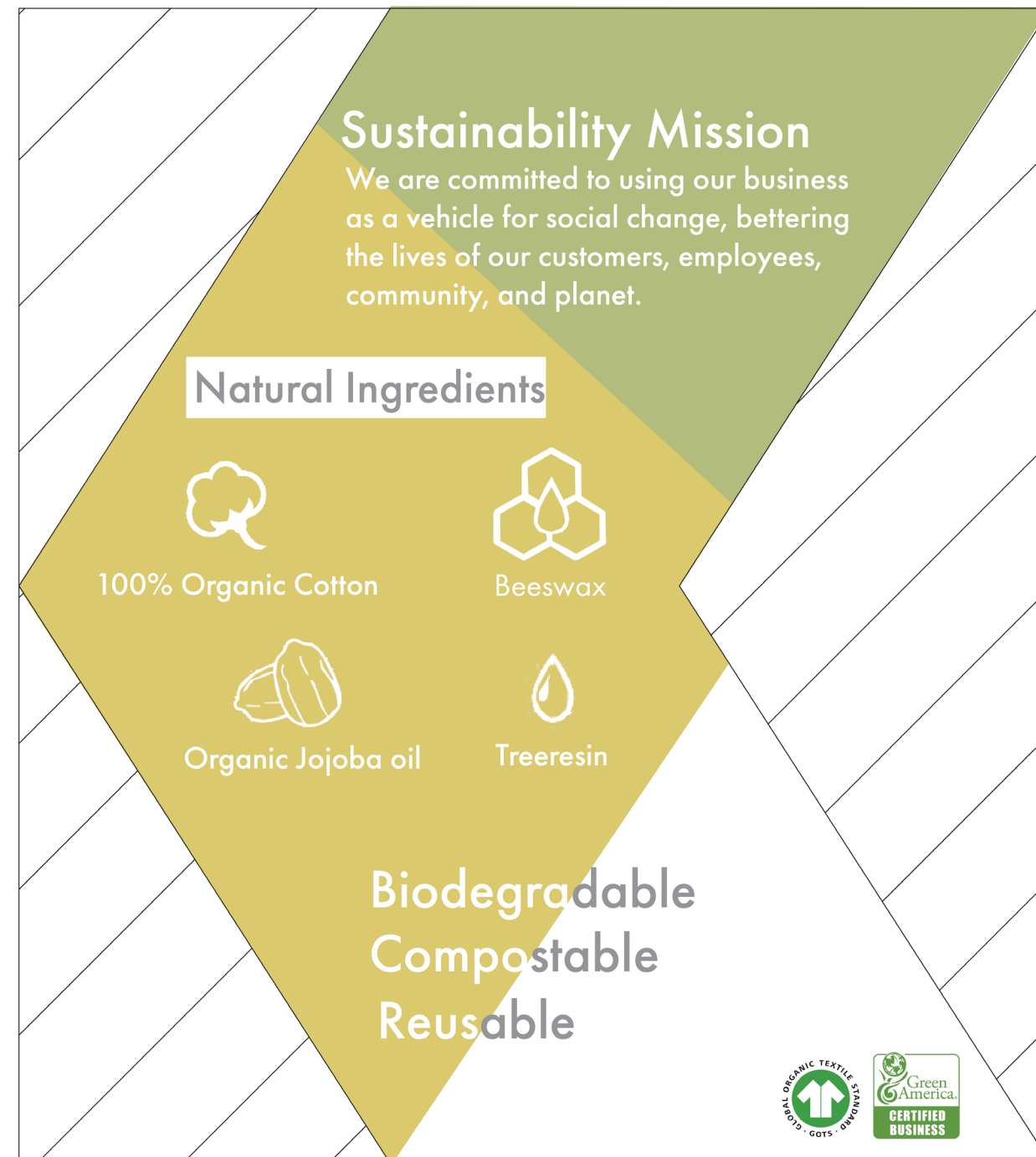
# Develop

## Final Design Front View



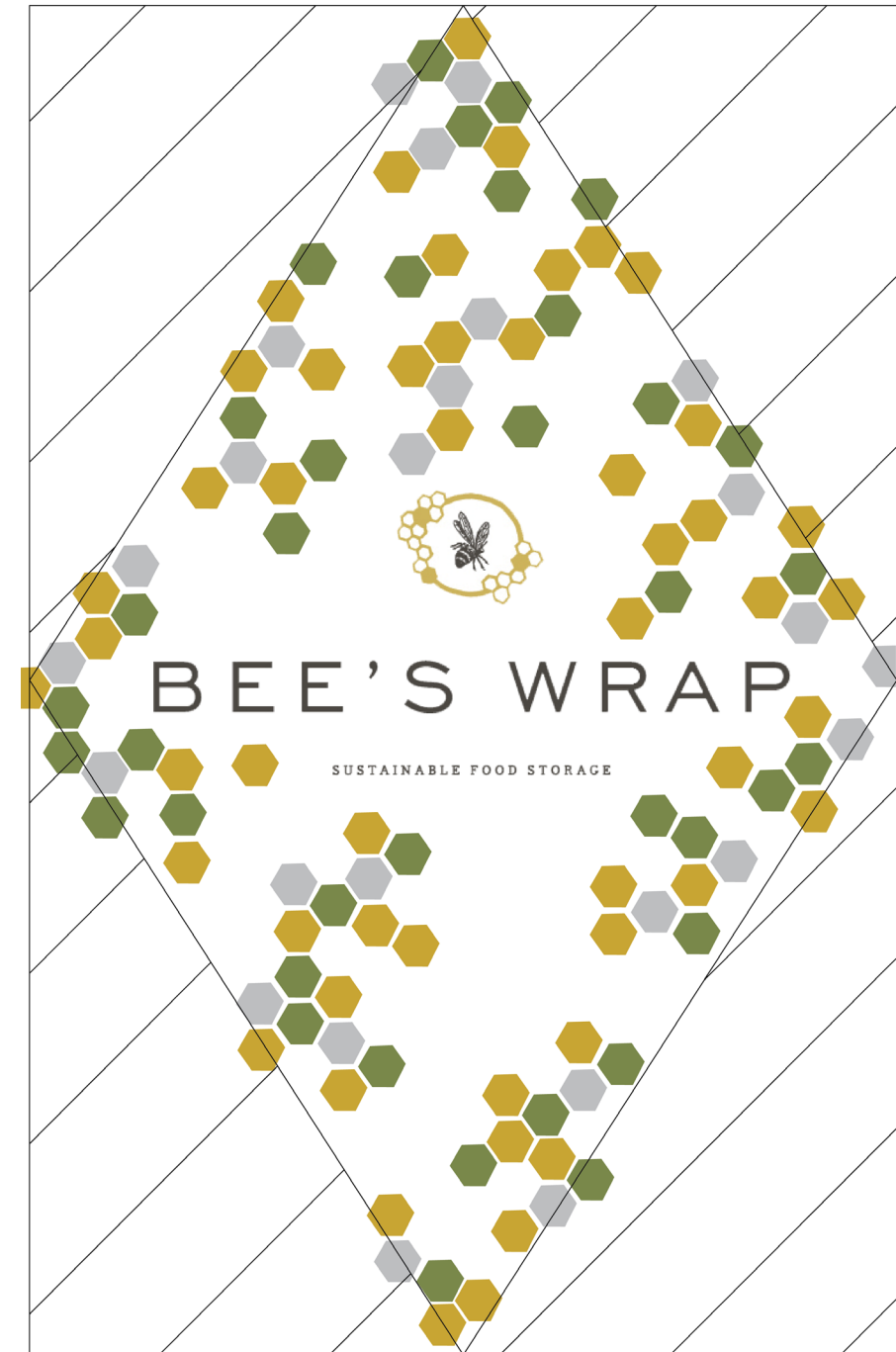
# Develop

## Left Infographic



# Develop

## Middle Graphic







# Develop

## Right Infographic



# Develop

## Final Model Front View





# Develop

## Final Model Left Perspective View



# Develop

## Final Model Right Perspective View

