

## Pharma-Sampler Display

**Client: Agency – Pharmaceutical Company**



### Features:

- Multifunctional, compact design
- Break-resistant resins
- Combination of molded and fabricated components
- Innovative gravity fed dispensing
- Individual pockets to hold brochures and business cards
- Imprinted with promotional and mandatory copy

### Challenge:

A pharmaceutical company needed a sample dispenser to promote a new prescription drug. The display had to be compact, because of limited space in medical offices. It also needed to be prominently branded with the drug name and federally mandated information, hold brochures and have room for the pharmaceutical rep's business cards. In addition, the delivery date was crucial and turnaround time was short because another vendor had failed to deliver the display – and missing the launch date would result in the loss of millions of dollars in revenue for the pharmaceutical company.

### Solution:

Braeside's design and manufacturing team tapped into their extensive experience creating displays for medical office environments. While creating prototypes, the team focused on using the fastest, most cost-efficient production methods to meet both the tight deadline and the budget. Within 24 hours of receiving sample pharmaceutical bottles, Braeside sent the client a custom prototype for approval. The prototype exceeded client's expectations and was quickly approved. Braeside manufactured more than 28,000 units, allowing the pharmaceutical company to launch the new drug *on time*.

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**Speak to a custom display specialist**

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