

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

August 2023

www.creativemag.com

## PROMOTION AUDIT

### Fujitsu General Partners With Sutherland For Distributor Display

Fujitsu, a prominent manufacturer of heating and cooling systems for residential and commercial use, introduced a new product, Kagami, a convenient wall-mounted controller compatible with both residential and commercial HVAC systems.

Fujitsu turned to Sutherland Packaging, ([www.sutherland-packaging.com](http://www.sutherland-packaging.com)), a Green Township, NJ-based p.o.p. display firm to create an attractive at distributor display.

In a tight time frame, Sutherland designed a 2-feet by 6-feet digitally printed, four-color corrugated cardboard floor display highlighting the Kagami controller. The easy-to-assemble display included a compelling, dimensional lenticular component demonstrating the inviting functionality of the Kagami backlit touch panel. The displays were placed in the lobbies of key distributors. As contractors



walked by, the display alternated to show two distinct vantage points - one with the unit in active use, and one at rest.