

COMPLEXION TROLLEY - prototype

EMEA OBJECTIVES

- Recruit new consumers
- Generate traffic flow in our stores
- Propose a fun “dramming” experience to the consumer
- Inspired by an “ice cream” trolley

PRESENTATION OF THE UNIT

- Easy to set up and to repack : handle, wheels, delivered in a box...
- Made with sustainable and permanent materials
- All parts are updatable
- Strong brand DNA : materials, logo, crest
- Attractive and visible call to action (Free 5-day supply)
- Unit 360° : possible to several dramming at the same time

MATERIALS :

MDF + steel + Alu + PMMA + Mirror

UNIT COST - CAPEX

0- 10 units : 7500 euros

PRODUCTION TIMING

5 weeks

CSR ACTIONS

Lower the weight

- Aluminum for the visual frame
- Aesthetical equivalent for the fluted glass easily removable for end of life
- Limit the thickness of the metal parts

Permanent and Long-lasting material

- Wooden box for the shipment

Updatable

- VM display

Recycled materials

- PMMA , metal
- No glue

Easy end of life

- Fully dissociable