



L'Oreal Modular Pallet Program



Objective:

L'Oreal customer sales team requested a quarter, half & full pallet display vehicle that could be customized to fit all of their sku's

Action:

Crescent designed a modular pallet system that can easily convert from quarter, to half, to full pallets. Most parts can be used for any size pallets

Result:

- Reduced tooling, warehousing and assembly costs
- The pallet can be easily customized to the current promotion by adding an sbs graphic panel
- Use of a common chassis allows customers to easily changed the product combinations