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Christian Co. Launches Display With Contempo Look

SILOAM SPRINGS, ARK. — In its most contemporary P-O-P presentation to date, 40-year-old **DaySpring Cards**, a subsidiary of Hallmark Cards, recently shipped a reorder for its metal and acrylic spinner display that holds a line of inspirational greeting cards called “New Day!”

Unique for its retail channel — Christian book stores and some independent greeting card stores — the 74-inch-tall freestanding spinner has thin metal arms and clear acrylic pockets that highlight the line’s colors and upbeat graphics. It has 88 individual card pockets on two full vertical rows and two shorter vertical rows of four-sided, injection-molded acrylic “pods.”

The cards are written for both Christian and non-Christian recipients and are designed to draw “Young and Middle Parents” (those with children aged 12 years or under). These parents are entering the prime card-sending stage and have a desire to communicate Scripture “in new, upbeat ways,” says Edward Grant, DaySpring’s director of retail environment.

“The New Day! line’s artwork is non-traditional for the Christian market, using vivid colors and playful images of flowers and scenery, for example, to deliver their inspirational messages,” he says. He explains that these graphics “clearly stand out even in small, restricted retail spaces, because of the designs as well as their more contemporary, cleaner

merchandising presentation.”

The spinner’s four-sided acrylic “pods” were designed to be used in the future as a countertop unit of about three pods, or as modular endcap elements for the line’s best-selling cards and other DaySpring cards. The company currently is experimenting with how the acrylic “pod” concept can be expanded for future endcap presentation. On an ongoing basis, DaySpring will replenish the permanent, contemporary spinner unit as new and updated greeting card lines are introduced.

The off-shelf unit is intended to create greater impact at retail for the New Day! line than if the cards were placed in regular inline rack fixtures. “To highlight the New Day! cards more dramatically for our target age group of 30- to 50-year-olds, we wanted a totally unique, freestanding unit that would draw more attention to the cards and set them apart from the average, traditional Christian greeting card offering,” notes Grant. “We’re providing a fresh new way for retailers to draw the ‘Young and Middle Parent’ as well as rejuvenate existing customers of Christian greeting cards.”

The unit was designed jointly by DaySpring and **Rapid Displays** of Chicago and Union City, Calif. Rapid manufactured 500 units for the November reorder. ■



This playful spinner from DaySpring promotes a card line the company says is aimed at parents between 30 and 50 years of age who are entering the “prime card-sending stage.”