

## ITEM OPPORTUNITY SYNOPSIS

Scouting Number: 2023-156  
Name of the item to be scouted: Cardboard Retail Display  
State item to be used in: Pennsylvania

### Describe the Item:

Please describe the item application/the end use of the item.

Retail display for consumer packaged goods in large retailers. Must have multiple shelves to display product as seen in the attached supporting document.

### Supplier Information:

Type of Supplier Being Sought (select from the list below):

Manufacturer   
Contract Manufacturer  
Distributor  
Other (Please Specify)

Reason for Scouting Submission (select from the list below)

2nd Supplier  
Price  
Re-Shore  
Past supplier no longer available  
New Product Startup   
BABA  
Other (Please Specify)

### Summary of Technical Specifications and Performance

#### Requirements:

Describe the manufacturing processes (elaborate to provide as much detail as possible)

Custom artwork/branding is printed on paper/poster board/cardboard. It is then cut into the necessary shape and assembled into the final retail display. Must include shelves for our individual cartons see the attached example with Lumify.

Provide dimensions / size / tolerances / performance specifications of the item

18 inch length, 5 inch width, 48 inch height, see image for example.

List required materials needed to make the product, including materials of product components, if applicable

Cardboard, poster board, clear plastic.

Are there applicable certification requirements?

Yes  
No   
Please explain:

Are there any applicable regulations that apply to the production of this item?

Yes  
No   
Please explain:

Are there any other standards / requirements?

Yes  
No   
Please explain:

### Additional Comments:

Additional technical comments:

### Volume and Pricing:

Estimated Potential Business Volume (i.e. #units per day, month, year):

We will need to purchase around 150 displays to start with additional quantities increasing

Estimated Target Price / Unit Cost Information:

We'd like to keep each display under \$50 dollars per unit in production quantities. At the prototype phase we are willing to increase that to \$100

### Delivery Requirements:

When is it needed by? (Immediate, 30 days, 6 months, etc)

End of quarter 1 2024 we'd like to have the displays manufactured.

Describe packaging requirements (i.e. individually / group packaging, etc)

Open to discussion

**Where will this item be shipped?**

Our headquarters in Pittsburgh, PA

**Additional Comments:**

**Is there other information you would like to include?**

This display shelf will be used to showcase eyedrops in retail stores.



**LUMIFY**  
HYPOALLERGENIC EYE DROPS

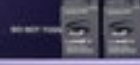
**YOUR LITTLE  
SECRET FOR  
AMAZING-LOOKING  
EYES**



FOR ALL AGES

DO NOT USE

**SOON** YOUR KEYWORD FOR WHITER, BRIGHTER-LOOKING EYES



**NO** 1-MINUTE LASTS UP TO 4 HOURS



FOR ALL AGES & ALL TYPES OF EYES



**HELP REVEAL  
YOUR EYES'  
NATURAL BEAUTY**



Clorox

