

# What's New?



**Project:**  
Walmart 2011  
Battery Pallet Program

**Client:**  
Walmart Stores, Inc.

**Quantity:**  
4,000 Full Pallets  
3,671 Half Pallets

**Distribution:**  
Walmart Domestic

Visionary  
Powerful Design  
Results

## Supercharged!

In its first year with Kendal King Group, the Walmart Battery Pallet Program was our heaviest challenge – ever. The design required not only coordination with the holiday campaign, but structurally accommodating more than 1,000 lbs. of product per pallet.

To achieve program goals, we collaborated closely with three battery suppliers to provide Walmart customers the option of choosing their preferred brand. We also analyzed inventory needs for seasonal demand and divided display cost per market share.

### Biz Facts:

Created and maintained item information for each SKU on the pallet.

Designed, produced and fulfilled two display types for three brands – Duracell, Energizer, and Rayovac.

Managed logistics for 538 trucks used for inbound product and outbound displays.

### Did You Know?

*3 billion dry-cell batteries are sold in the US each year.  
1.3% are sold through this holiday program alone.*

Kendal King  
Group



Walmart



[www.kendalking.com](http://www.kendalking.com)

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