



Smarter Shipping for Retail POP Displays

How Wonderful® Pistachios Reduced Damage
and Increased Efficiency





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→ SUMMARY

Recycled wood stringer pallets with weakened center boards caused frequent damage to Wonderful® Pistachios' seasonal point-of-purchase (POP) displays during transit. Exposed nails, splinters, and loose debris also led to scratched retail floors, employee injuries, and widespread dissatisfaction throughout the distribution chain.

Litco's pressed wood pallets delivered a more secure and streamlined solution resulting in:

- Significant reduction in transit-related damage
- Improved worker and retailer safety
- Elimination of retail floor scratches
- Lower packaging and freight costs
- Increased efficiency across the supply chain
- Stakeholder satisfaction—from logistics to retail

→ THE CHALLENGE

[Wonderful® Pistachios](#), America's top-selling snack nut, was experiencing shipping damage to its seasonal point-of-purchase (POP) displays. The primary cause: unreliable recycled wooden stringer pallets. While these pallets aligned with the company's sustainability goals, they often failed in transit—resulting in broken POP displays, disrupted retail setups, and compensation claims from retailers.

In addition to shipping issues, the wood pallets created safety concerns for warehouse and retail staff. Exposed nails, splinters, and loose debris led to injuries and handling inefficiencies. Some retailers also reported scratches on store floors caused by the nails in the wood pallets. These issues affected multiple points in the supply chain, making it clear that a change was needed.



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→ EXPLORING A STRONGER, SAFER PALLET

Seeking a stronger, sustainable solution, The Wonderful Company piloted Litco's quarter-size Engineered Molded Wood™ pallets..

Litco's pallets are manufactured from recycled wood fibers and resin, and are compression-molded under high heat to form a seamless, one-piece design. They are free of nails and staples, engineered for strength and safety, and certified sustainable by both the [Cradle to Cradle®](#) and [USDA BioPreferred®](#) programs. The combination of performance and environmental responsibility aligned well with Wonderful's goals. Before adopting Litco's pallet, Wonderful conducted internal testing to simulate real-world shipping conditions. Quarter pallets loaded with POP displays were subjected to repeated impacts replicating rough transit and handling.

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While the recycled wood pallets broke after one or two impacts, Litco's pressed wood pallets consistently withstood five to seven hits before showing signs of wear. These findings affirmed independent [testing by Virginia Tech](#), which showed that Litco pallets are stronger, more durable, and twice as stiff as new and repaired wood pallets.

→ IMPROVING THE PACKAGING PROCESS

Wonderful's logistics team initially secured their seasonal displays to pallets with drilled tabs, a slow, labor-intensive process that occasionally caused minor injuries. To improve safety and efficiency, Wonderful worked with Litco to test alternatives. Litco suggested gluing the bottom of the display to the pallet, and after testing and review, Wonderful adopted a process using hot melt glue.

The new method involved applying a thin layer of glue onto the pressed wood pallet surface, positioning the POP display, and holding it briefly until the bond set. Plastic strapping was then applied around the entire unit to provide added stability and reinforcement during handling and transit.

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Hot melt glue is used to fasten the bottom of the display to the Litco pallet, improving unit load stability while minimizing packaging time and injury risk.



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→ THE RESULTS

Wonderful® Pistachios partnered with Litco to adopt its pressed wood quarter pallets, leading to measurable improvements across the supply chain:



Reduced Damage and Waste

Litco's stronger pallets significantly reduced POP display damage and product loss during shipping, ensuring more displays arrived retail ready.



Increased Packaging Efficiency

Using a new gluing method together with traditional strapping, Wonderful simplified packaging, reduced labor, and kept displays firmly attached to pallets throughout shipping.



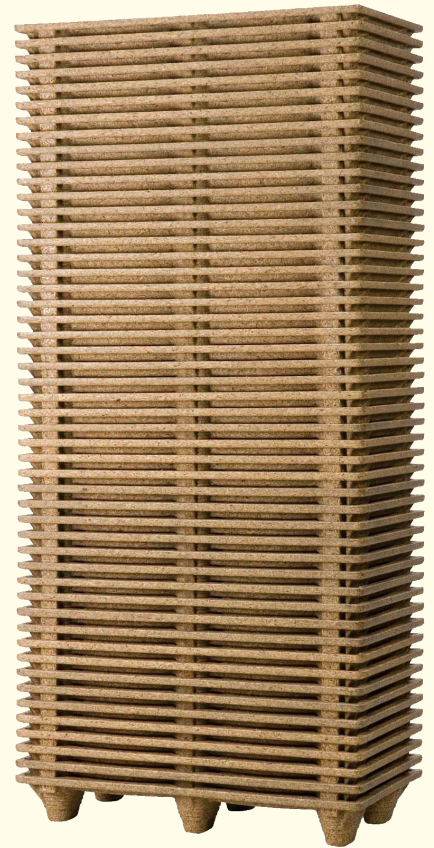
Safer Handling + Scratch-Free Retail Floors

Seamless, nail-free pallets minimized employee injury risks and prevented scratches on retail floors.



4X More Pallets Per Load + Storage Gains

Litco's nestable pallets allowed Wonderful to ship more than four times as many pallets per truckload compared to recycled wood pallets (4,200 vs. 1,000), cutting shipping costs and maximizing warehouse space.



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→ EXPANDING THE ROLLOUT

Originally designed for select retail programs, Litco's quarter pallets performed so well that Wonderful® Pistachios expanded their use across all regions. The solution not only addressed immediate challenges but also advanced long-term goals for safety, sustainability, and operational efficiency.



Seamless, and nail-free, Litco pallets won't scratch, scuff, or gouge retail floors.



Litco's nestable pallets save shipping and storage space and are certified sustainable, supporting responsible sourcing and a circular economy.

Need to Ship Your Products Safely, Securely, and Sustainably?

Litco provides eco-friendly transit protection products and load securement solutions. We help companies move good safely, sustainably, and securely, on time, every time. Our products include Inca-brand Engineered Molded Wood™ pallets and core plugs, corrugated void fill, corner and edge protectors, air bags, and custom crates. Our team will collaborate with you to design load securement and damage prevention solutions tailored to your shipping needs. Contact us to explore how we can help protect your products with a customized approach.



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