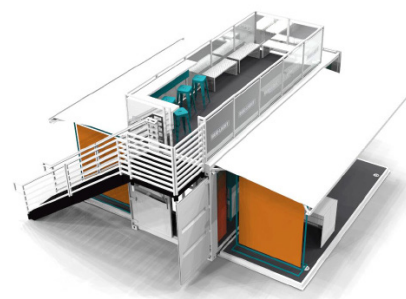




## 5 REASONS WHY BOXPOP® IS RIGHT FOR YOUR NEXT ACTIVATION

Are you looking to steer away from the traditional brick and mortar? The global shipping container trend is here to stay and may be just the answer you're looking for. Since 2012, brands and people throughout the world have been transforming new and used shipping containers into temporary or even permanent installations. Their modern look, reduced cost, and portability are appealing to the vast majority.

BoxPop®, a production facility in Traverse City, Michigan, offers fully customizable mobile containers for experiential marketing. Britten's highly skilled craftsmen, engineering team, and modern equipment, efficiently and accurately produces containers per your specification.



Intrigued, but still not convinced? Let's dig a little deeper into the many advantages of these fascinating structures.

### Environmentally-Friendly

Every year, around 17-million shipping containers are used to carry merchandise around the world. Once the contents are removed, many of the steel boxes are stacked up and left to deteriorate. Lately, people are boosting their green credibility by using these structures as readily available building materials. By reusing or even reselling, you are leaving no waste behind and helping preserve the environment.

### Fully Mobile

Shipping containers can be picked up and transported virtually anywhere. This gives your brand the power to bring the event to areas where your target audience may be such as music festivals, beaches, shopping malls, or college campuses. BoxPop® typically uses custom trailers to make the loading and unloading process easy, but there are other modes of transportation to consider.

- **Tilt-Bed Trucks:** Most common method of delivery because it sets the container on the ground for you and doesn't require additional equipment.
- **Flat-Bed Trucks:** These are used for longer distances, but cannot set them on the ground. You would need to hire a crane.
- **Chassis:** For when a container is being shipped overseas. It's allowed in ports and rail yards.

### Contemporary & Customizable

Shipping containers like BoxPop® combine an industrial and minimalistic aesthetic that is a major trend right now. When beginning your activation, you are given a blank canvas that can be turned into anything you desire. You can simply make an impact by adding paint and accents, or you can have the Cadillac of containers with custom add-ons such as retractable awnings, rooftop decks, self-contained power, integrated stereos, OSHA approved aluminum stairways, illuminated ceilings, and much more.



*Miami Dolphins "Bud Light Friend Zone" by BoxPop®*

### **Versatile & Durable**

Shipping containers are the strongest structures available and designed to hold up to thirty tons of weight; no wonder they are used as military shelters! They are constructed of heavy-duty 14-gauge corrugated steel and are resistant to natural disasters such as tornadoes, earthquakes, and even hurricanes. They have watertight steel panels and come in standard sizes of 9'6" tall by 10 or 20' lengths.

By thinking "inside" the box, you can turn these shelters and shipping units into beautiful activations such as pop-up shops, events, restaurants, cafes, offices, and concession stands. Big brands that have taken advantage of this container phenomenon include Target, DSW, Bud Light, Jeep, Kohler, Puma, and many others.

### **Quick Turnaround Time & Cost Effective**

BoxPop® pushes the envelope by producing turnkey structures in a quick amount of time, so you can immediately put your container to use. Depending on the complexity, timeliness varies around 60 days from concept to completion. Not only is the fast turnaround time appealing, but the cost is a fraction of traditional brick and mortar. BoxPop® understands that potential customers may need a temporary or permanent solution, which is why they offer options to lease, lease to buy, and buy.

With BoxPop®, every aspect is done under one roof which removes the hassle of working with several different vendors. Whether you need one amazing container or a fleet of them, BoxPop®'s team can handle the request.

In addition to being the nation's exclusive provider of BoxPop® enabled shipping containers, Britten has been an event marketing specialist since 1985, providing products and services such as large format print, point-of-purchase displays, tents, building wraps, hardware, custom foam props, installation, and décor.

**Contact us today for a free 3D rendering or request a quote at [www.boxpop.com](http://www.boxpop.com).**