



How We Designed a Kit to Save on Material, Assembly, and Freight?!

Brand

Nationwide Retailer

Business Type

Retail

Services

Digital Printing/Cutting

Kitting & Assembly

Design & Engineering

Concept

Our customer wanted to refresh in-store graphics for a new product roll-out, but one key element of the kit had not yet been fully developed. They envisioned adding dimensional, 3D graphics to an existing fixture that had originally been used for flat signage. Adding to the challenge, the fixture consisted of multiple sizes/configurations deployed across retail locations nationwide, with little standardization between them. The customer needed a graphics solution that could adapt to every version while maintaining a consistent brand experience. At the same time, we needed to stay within a limited budget, keeping production and rollout costs down.

Challenge

Create a dimensional graphics refresh that could be consistently deployed across multiple fixture sizes and configurations nationwide.



Solution

12

Avg. Parts Per Store

572

Store Locations

Rather than requiring entirely new fixtures or costly custom assemblies, our team reimagined how the existing fixtures could be used. Leveraging customer CAD files, we engineered an innovative V-grooved dimensional graphic system that transformed flat signage into eye-catching 3D displays—without replacing the fixture itself.

By repurposing the existing hardware, the solution not only reduced project costs but also eliminated unnecessary material waste, supporting a more sustainable roll-out. To further simplify execution, we standardized the design across multiple fixture variations and rigorously validated color across every substrate in the program. The result was a scalable, installation-friendly solution that delivered premium visual impact without the premium price tag. All components maintained less than a 2 Delta E color variation, stayed within budget, and were exceptionally easy for store teams to install.