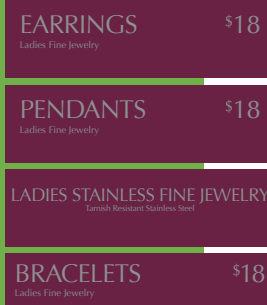




# Top-of-Counter Acrylic Jewelry Display

The client was challenged by their buyer to develop a high-end counter top display to showcase their ladies stainless steel jewelry product in time for a Mother's Day launch.



## PROJECT ENGINEERING:

- Lead time was minimal; therefore, the Richardson design team engineered a display that did not require tooling. The entire structure was hand fabricated.
- Various prototypes were made and delivered to the Jewelry Layout Center for the client to review with the buyer.
- Sign channels and product pegs were engineered as separate, removable pieces that would be set at store level to avoid damage during shipment.
- Product shipped in bulk with the display and a modular planogram was provided for associates to set the product at store level.
- Custom foam inserts were created to protect the display during shipment.
- Shipping carton was reinforced to protect the acrylic display and handles were cut into the shipper for ease of transport through the logistical supply chain from manufacturing facility to store.
- 2000 displays were packed out with product, modular planogram and signing on-site in Richardson's fulfillment department and drop shipped direct-to-store.

## SUCCESS POINTS:

- Thanks to the attention to detail Richardson provided in regards to the pack-out and master shipper development, there was a 100% success rate for shipments. No breakage occurred.
- The modular planogram and signing that was included in each shipment with the bulk product was also designed and printed at Richardson.
- Client was thrilled they had a turnkey solution in Richardson – from conceptual design and prototyping to actual fabrication and pack-out, the entire process was seamless.
- The display was so successful, the client is able to set new product, annually! Richardson designs and prints updated modular planograms and signing that ships direct-to-store with the new product assortment!

## KANSAS CITY

1490 Southern Road  
Kansas City, MO 64120

816-421-2100  
888-421-2103

## BENTONVILLE

1401 NE McClain Road, Suite 7  
Bentonville, AR 72712

479-464-8057  
877-271-0470

RichardsonRetail.com

