

# Holiday Aisle Display



Client needed an impactful aisle display for their jewelry product during the holiday sales season in Kmart™ stores.

## PROJECT ENGINEERING:

- Display had to be large enough to accommodate not only large amounts of loose product but also, smaller counter top displays in order to quickly liquidate product at the end of the season
- Display had to be easily replenished by store associates
- A riser platform was engineered into the design to showcase price point header card
- Initial prototyping and ship tests were performed
- Richardson produced, kit packed and distributed direct-to-store

## SUCCESS POINTS:

- Entire display shipped flat and was easy to assemble at store level.
- This display design is very versatile as more risers can be added. Risers can also be pegged for additional product placement.

## 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

