

# design:retail

JULY 2015 VOLUME 27 NO.6

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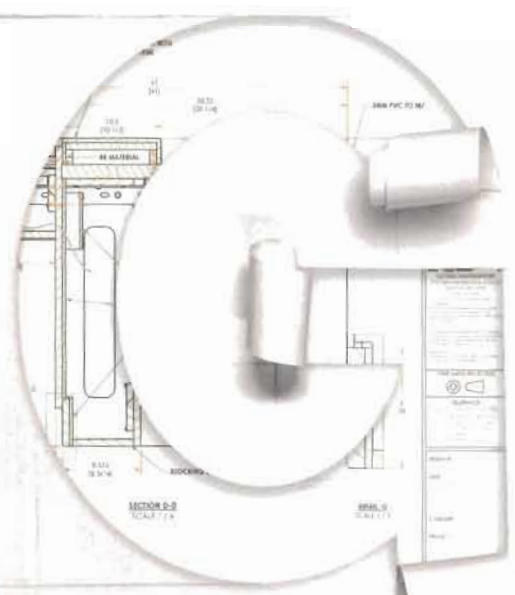
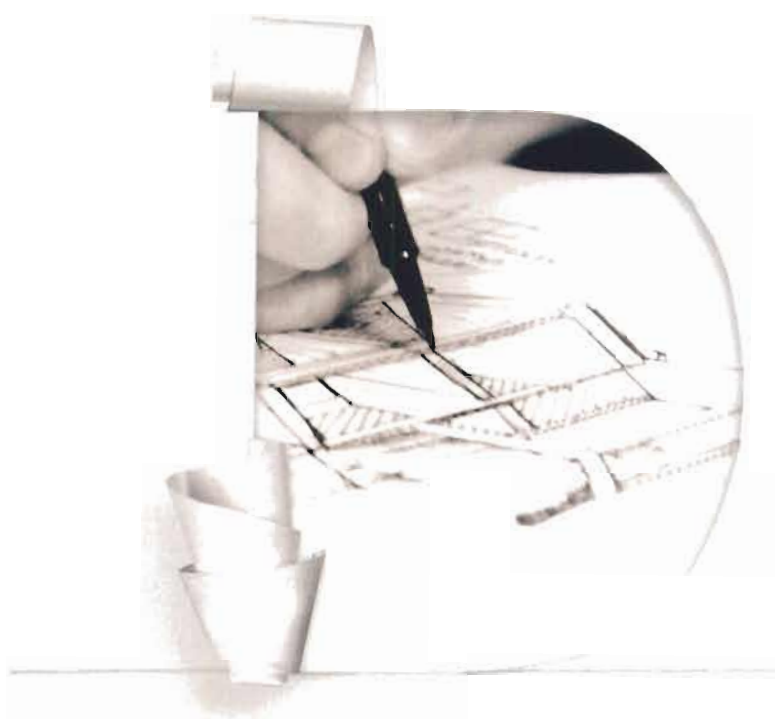
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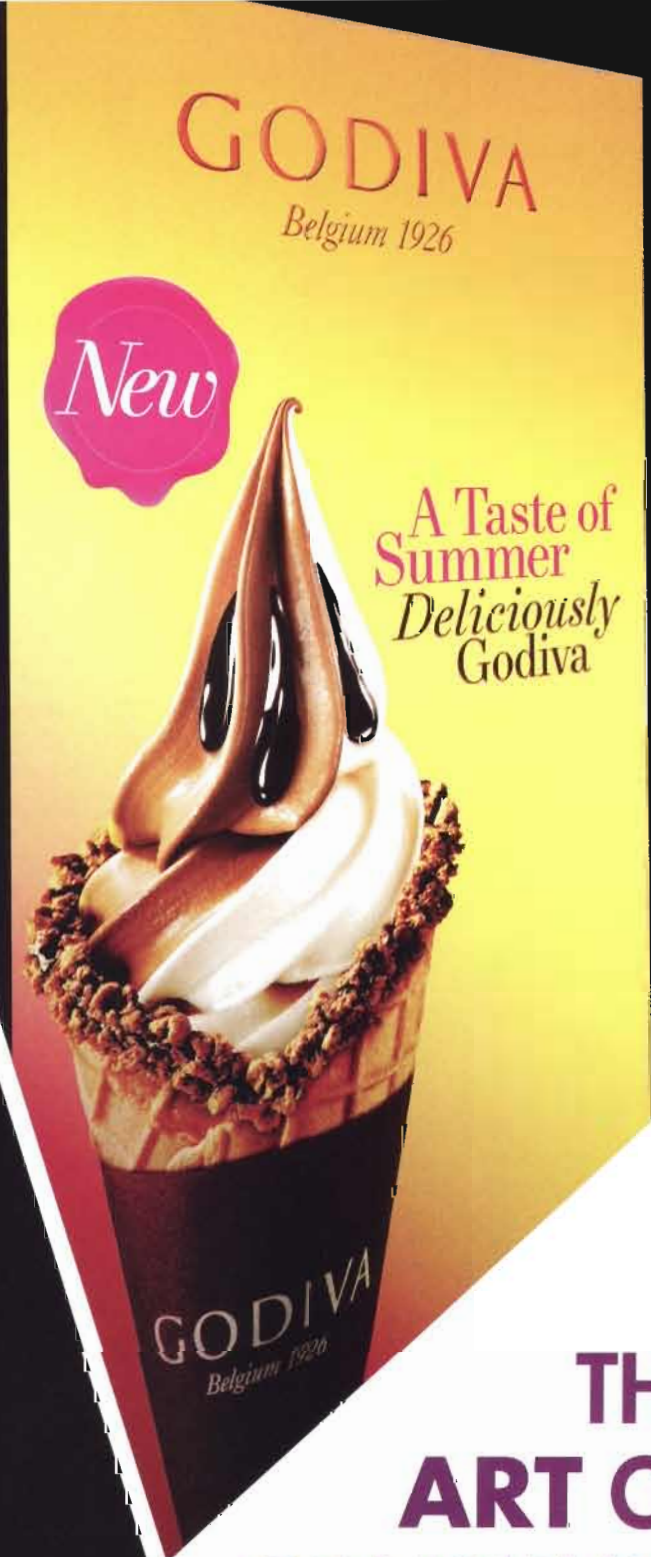
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# Total Rehaul



ALISON EMBREY MEDINA

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I AM FEVERISHLY typing out these words at a breakneck pace, because: 1) I have a conference call in 30 minutes regarding the redesign of our designretailonline.com website, and 2) our Atlanta office currently is undergoing a massive renovation, with walls literally going down around me as I write. The sounds of disassembling office cubicles echo down the hall, as years worth of untouched dust from beneath desks and inside file cabinets fills my head with a cloud of clerical pollution. The littered pathway to the outside world is now strewn with the remnants of office living—old rubber bands, discarded binder clips and lost Post-it notes leading the way to the exit. A coffee creamer circa 2003 and expired pack of oatmeal catches my eye on the ground over there. (Gross.) How much longer will I have Internet/power/server access/sanity???

Amid the pandemonium, a curious thought strikes me. I am not sad at all.

As a former military brat, I have been thrust into the chaos of relocation more than my fair share. With each move, there was always an element of nostalgia. Wanting to touch the window one last time, or missing the way the light hit the ceiling in one of my many bedrooms. But leaving behind the puke-greenish-brown color of my current office wall? Not even a flinch. Be gone!

In this issue, we visit three brands rehauling their staid and true store designs for something fresh, something new and something slightly



unexpected. Our cover story on Neiman Marcus' Beverly Hills store renovation—which has not been redesigned in its entirety in 15 years—not only showcases a pretty dramatic change in the brand's store layout ideology, but also takes us behind the scenes into the Neiman's ideation and implementation process (which, as retail nerds, we think is

totally cool). We love when a heritage-filled brand such as Neiman Marcus takes a chance on something new, especially when they take us (and you) along for the ride.

We also explore how Roche Brothers is reinventing its take on the small-format grocery concept, with its new Brothers Marketplace concept in Massachusetts. And the teensy tiny Nebraska Furniture Mart (said no one ever) does it again with another masterful large-scale redesign at its store in Dallas. All dramatic renovations worth cheering about, to be sure.

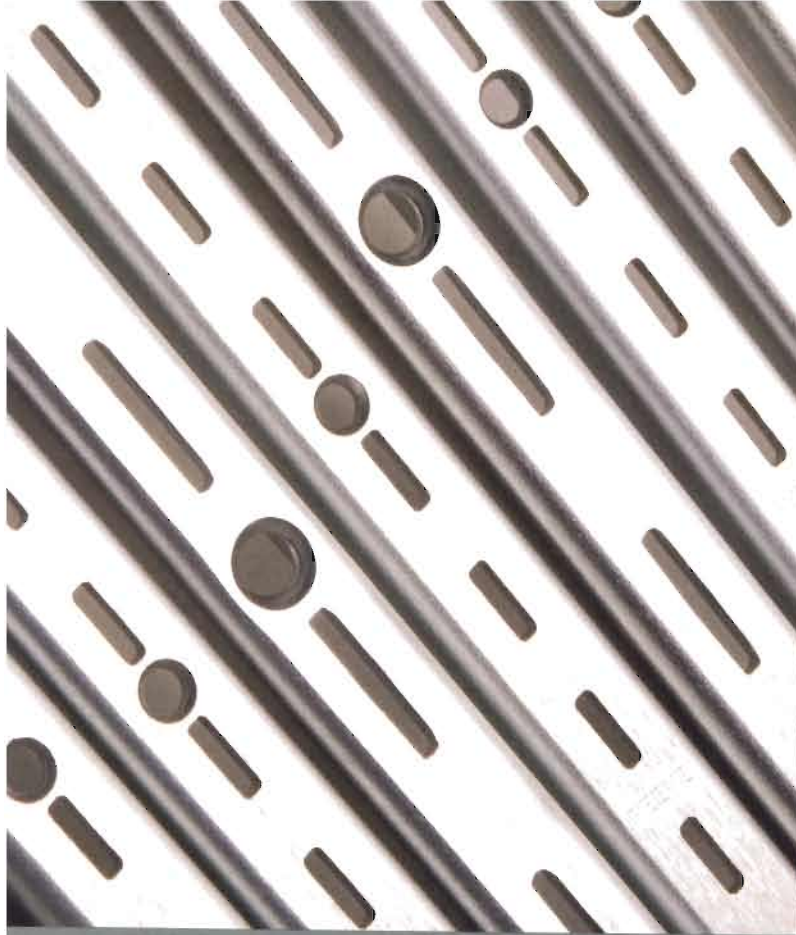
So, even though I currently do not have a working phone, cannot print a document and my editors are working in temporary stations all across the office, I am still managing to be in a happy place about this renovation. Sometimes, it's just time.

Oh, and did I mention a *design:retail* website rehaul? Not sad about that either. Coming soon!

P.S. The power just flickered.

P.P.S. Edit later.

dar



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# There Is No Spoon

**I**F YOU HAVE been following shopper research lately, you've had a lot to cover—probably because the accumulation of information available has been escalating rapidly. Shopper behavior has quickly changed with respect to the use and influence of digital devices, including computers, smartphones and in-store technology—and virtually every successive analysis has shown impressive growth. According to the latest Deloitte study, “Navigating the New Digital Divide,” 80 percent of consumers now access products and brands on their own digital devices prior to entering a physical store. The same investigation shows that by the end of this year, there will have been \$2.2 trillion worth of purchases influenced by digital means. Recognizing the imperative need to meld the digital and physical experience is one point that many retailers aren't yet heeding. This is understandable, as the acceleration of change is unlike any seen in retail before.

Earlier this year, GlobalShop focused on the in-store “Path to Purchase,” in part leading and in part reflecting a late-to-market trend focusing on the in-store piece. For several years, CMOs and CEOs alike have focused attention and budgets on the path,



attempting, in vain, to connect with the shopper at each point along the way. Considering the unpredictable maneuvering between physical and digital worlds that the typical shopper exhibits, the goal of reaching the buyer at points along the path is elusive and impossible. In fact, the point is: there is no path.

In the original “Matrix” movie, Keanu Reeves' character, Neo, is challenged to bend a spoon in his hand. When he fails to do so, a child explains to him that it's impossible to bend the spoon if he focuses on the object, instead of realizing that the spoon is in his mind and, therefore, his mind must change in order to pin down the spoon—because there is no spoon. In the same way, the retail view of the path radically needs to be altered, as literally there is no

path, because the shopper is always in the store, whether digitally or physically. The technology has become so pervasive—and the usage so universal—that there's no longer a distinction.

To look at yet another Hollywood example, HBO no longer buys or publishes overnight ratings—they abandoned this practice six months ago. Why? Because HBO recognizes that the viewer has limitless opportunities to consume the content, not only in their living rooms, but also in airplanes, hotels and, because of new platforms in the à la carte availability of the network, on iPads, phones and computers—virtually anywhere, anytime. HBO has realized that there is no sofa.

Digital strategy needs to be store strategy—there should be no separate silos of physical and digital in the corporate structure, but rather a consistent and inclusive experience brought to the shopper by retail leadership. And this happens when a business corporately maneuvers between physical and digital spaces just as seamlessly within the organization as it does in its stores.



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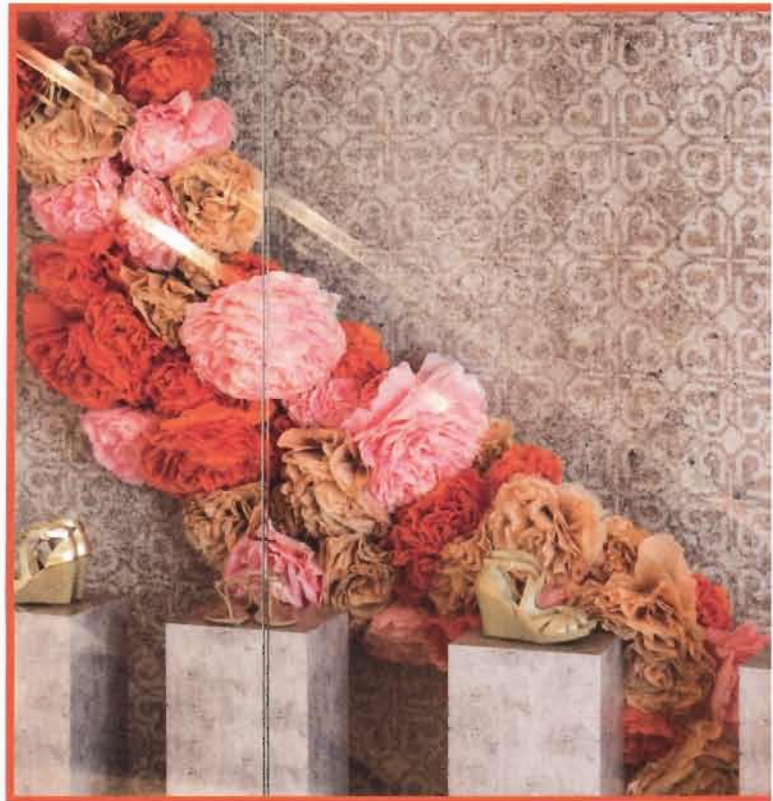
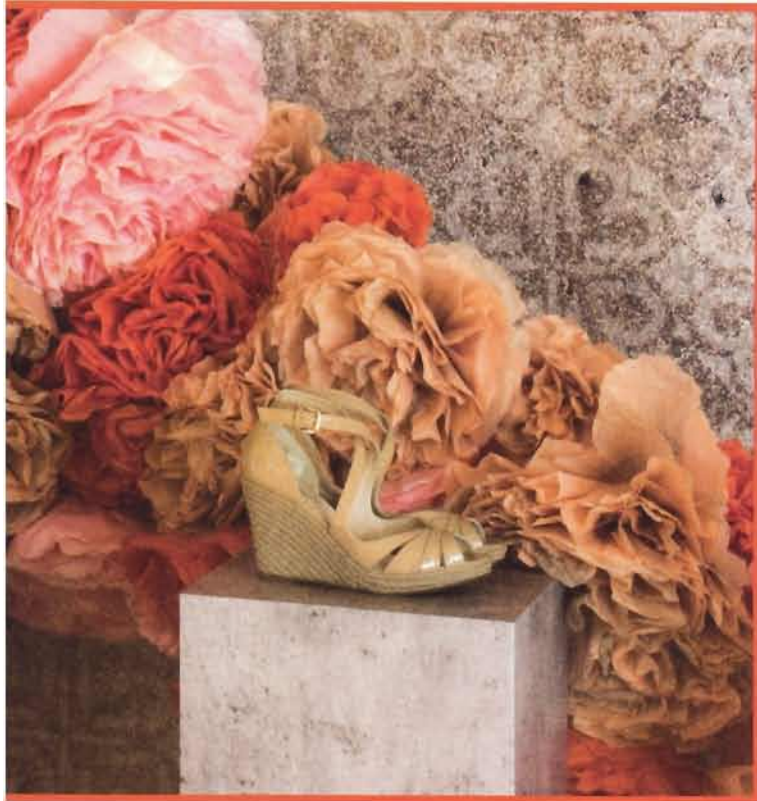
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# Square Pegs

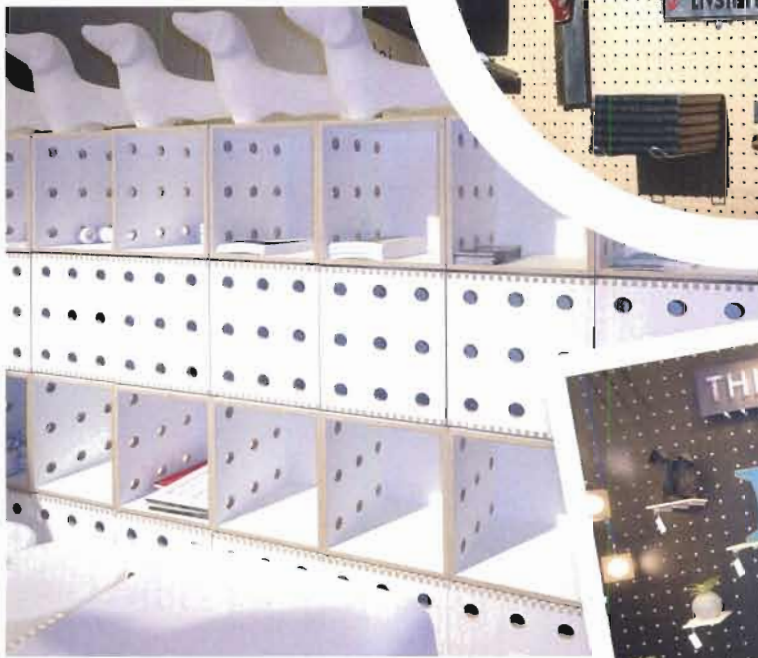
[1]



[2]



[3]



[4]



[5]

## 1.

For Etsy's location inside of Whole Foods, Visual Citi designed and fabricated this pegboard wall display with removable and interchangeable pegs to allow for product to be changed frequently and shelving adjusted. The back wall and table were made out of birch plywood and were constructed using little to no metal to keep with Etsy's Green campaign. [visualciti.com](http://visualciti.com) RS #151

## 2.

These pegboards from Kreisdesign by Nikki Kreis are made from sustainable birch plywood. [kreisdesign.com](http://kreisdesign.com) RS #152

## 3.

This pegboard display from Tools for Everyday Life showcased a variety of objects in a creative way. [toolsforeverydaylife.com](http://toolsforeverydaylife.com) RS #153

## 4.

Seen in the Iglooplay by Lisa Albin Design and OFF1 booth at ICFF, this fun display uses stackable, oversized pegboard boxes to create storage. [off1.com](http://off1.com) or [iglooplay.com](http://iglooplay.com) RS #154

## 5.

A black pegboard wall created a dramatic effect for the Thislexik booth at ICFF. The Brooklyn, N.Y.-based design studio strives to create products derived from an experimentation with materials and use them in an uncommon method. Seen here are a few items from the Worn family, a series of products made entirely from recycled clothing. [thislexik.com](http://thislexik.com) RS #155





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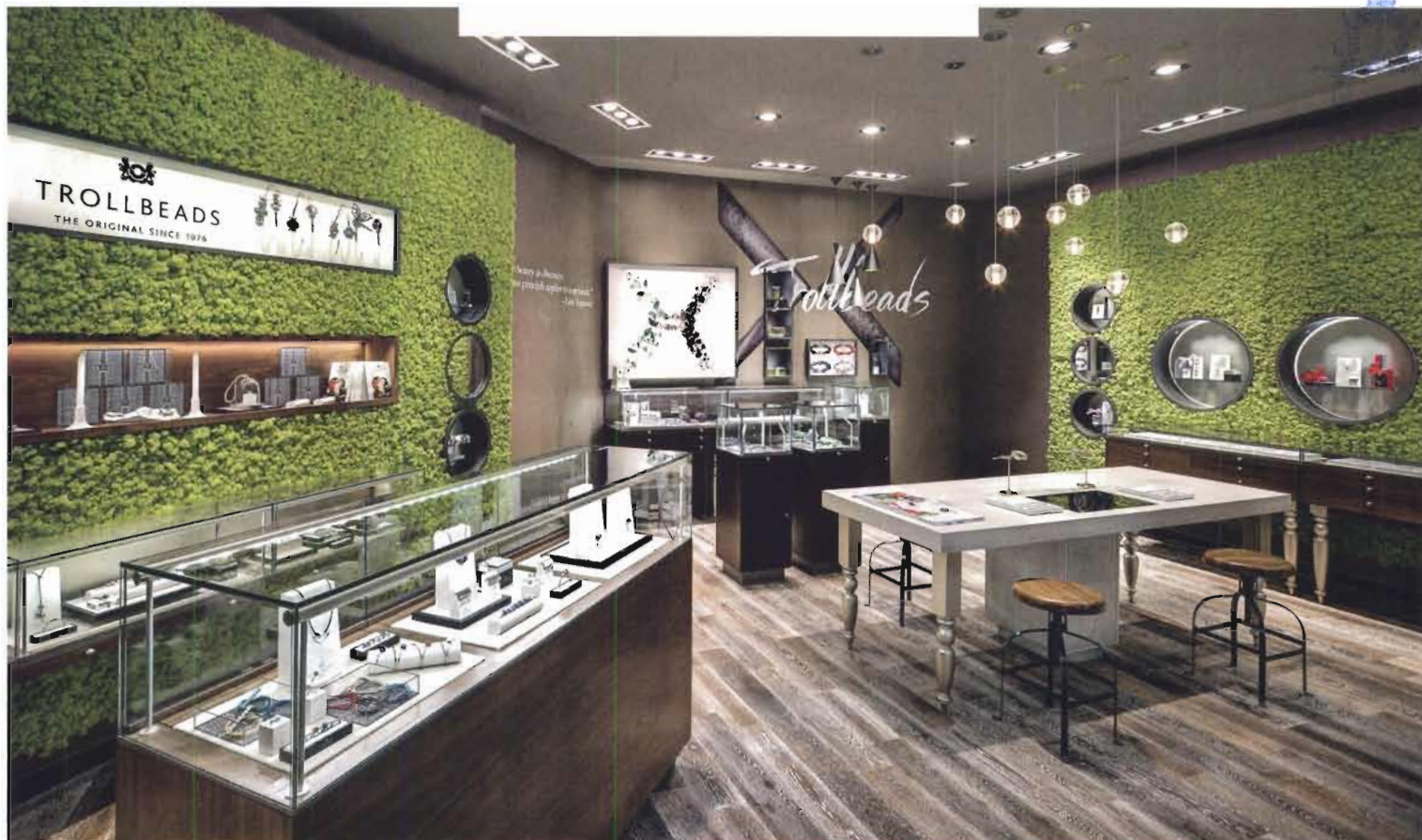
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## TROLLING FOR STYLE

**T**ROLLBEADS, A DENMARK-BASED designer bead and jewelry company, opened its first permanent retail location in Strongsville, Ohio's SouthPark Mall in March 2015. Although the company has been around since 1976, there was no U.S. retail location outside of a temporary store in New York in 2013.

For the 800-sq.-ft. Strongsville (near Cleveland) location, Trollbeads collaborated with New York-based dash design to create an "arboreal forest" atmosphere within the store, as Trollbeads originally started in an artist's studio in the woods of Denmark. The store features a living wall made of reindeer grass (a moss-like plant that doesn't need soil) with circular lit displays that appear to float within a sea of green.

"We really dove into the brand and tried to understand it, with a sense of going back to [Trollbeads'] roots," says Jhipo Hong, creative



director at dash design. "Picture lights streaming in through a canopy, giving that sense of magic, history and discovery."

The displays and layout cater to collectors' (dubbed "fans") desires to make bead shopping even more of an adventure. At the design table,

there are stem-mounted magnifying glasses where fans can feel and examine the subtle nuances of each bead while customizing their creations.

"One thing we heard from customers was they didn't like everything behind glass," Hong explains. "There are some things behind glass, but they are not locked up. It's about having access to product and giving customers the ability to really go through the store."

Other areas of the store favor gift-givers and younger customers, who may be more interested in pre-made designs.

As for future stores, Hong says Trollbeads is evaluating how effective Strongsville is for reaching current fans and growing the brand. However, the thought is that some of the iconic elements of the new design will carry over to other in-store shops, display areas and standalone stores.

And bead fans now have a fanciful place to inspire their creativity.

- Erin M. Loewe



# CREATING TOMORROW'S BEST CUSTOM STORE FIXTURES.

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# Color Wonder



**W**ITH REAL ESTATE being a constant premium in New York, making a visual impact within a confined space is required. So, for their inaugural foray into retail, New York-based table-, wall- and floor-covering design firm Chilewich, led by owners Sandy Chilewich and Joe Sultan, turned to design and architecture firm De-Spec to transform an 800-sq.-ft. space into a beautiful, practical showroom in the Flatiron District.

“Our first explorations (for Chilewich) were different—a field of tables and product—but I think the line of thought was coming up with an idea for one clear system,” explains Tom Shea, principal designer at De-Spec.

Using a backdrop of dark gray MDF, De-Spec created a pegboard wall of color using dowels and shelves. The result is a rainbow of hues and textures that pops on the wall and can be rearranged by the store as needed.

In the future, Shea says the design could be used in a shop-in-shop to flexibly display the product. “I like the way it kind of all integrated,” he says. “There are many separate elements put together, all emanating from one idea.”

Visual impact, plus a functional solution—design at its colorful best.

— Erin M. Loewe





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# Evolving Expectations



TIM MAGILL

PRINCIPAL

5+DESIGN

@fivepointdesign



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AS THE RETAIL space continues to evolve, so too do tastes and expectations of what the shopping experience will provide. From luxury wearables to parking-lot tracking, several key trends are impacting retail on nearly every level.

## 1. Incubator Spaces

This trend is still fairly new, but I see it increasing as more pop-up shops, newly established fast-fashion businesses and tech companies continue to grow, like the recent opening of the Joco pop-up at The Bellevue Collection. We soon will see incubator spaces within malls that are devoted solely to pop-ups and lesser-known stores, enabling them to rent out the space for a specific time.

Photo courtesy of SEATTLE CHOCOLATE CO.

## 2. Transportation

Transportation's role within retail centers is becoming more of a focus, as some centers also act as major connectors for public metro and bus lines. This trend continues to grow to provide convenience, solidify a master plan and to meet increasing traffic demands. Often, transportation integration represents a huge bargaining piece for the construction of a retail project. The Dubai Mall is a good example of this, as well as China's IFC Mall.

Photo courtesy of 5+DESIGN

## 3. Lifestyle/Tech/Luxury

I think we'll start seeing more wearables (like the Apple Watch) designed for status as well as technology. There is a general trend for retailers to create luxury product lines and aspirational sub-brands, and the natural extension of this will be high-end wearables.

Photo courtesy of APPLE

## 4. Loyalty Apps

Malls are only getting larger, and individual stores will want as much help as they can get with being identified from the crowd. GPS-activated after you park, the mall loyalty apps will lead you back to your car, as well as lead you to discounts and special promotions in stores.

Photo courtesy of 5+DESIGN

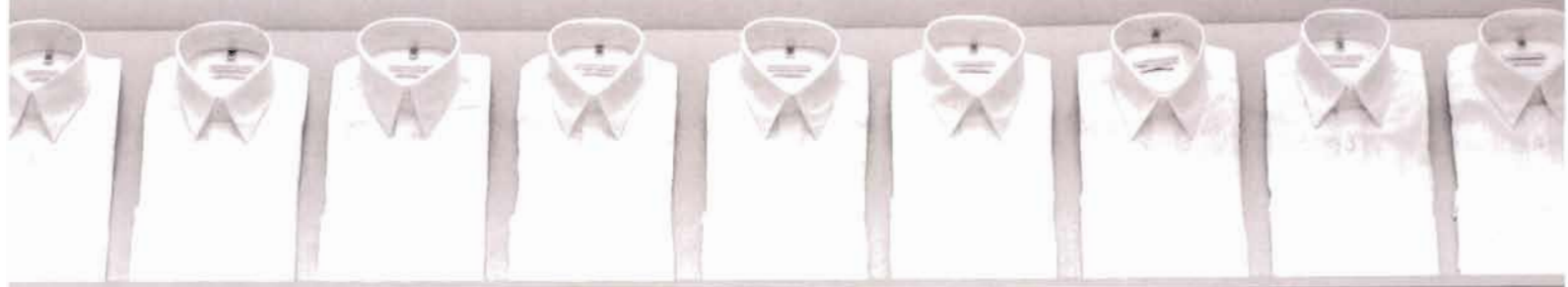
## 5. High-Tech Interaction

There is large use of digital technology as a tool for interaction between the customer and the retail space. Neiman Marcus launched a Memory Mirror that takes a 360-degree video of the customer modeling an outfit to save and share.

Photo courtesy of MEMOMI LABS

TIM MAGILL IS CO-FOUNDER AND DESIGN PRINCIPAL OF 5+DESIGN. WITH MORE THAN 30 YEARS OF EXPERIENCE, HIS RANGE OF SKILLS HAS BEEN USED ON VARIOUS PROJECTS, INCLUDING LARGE-SCALE MIXED-USE, RETAIL CENTERS AND RESORTS.





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“We’ll see **more** change in the next **five** years than the last **50**.”

—HEALEY CYPHER

## IN THE BRICK OF IT

**H**EALEY CYPHER SPENT years leading eBay’s Innovation team, helping retailers integrate technology platforms into their offline stores. Join us as we pick his tech-filled brain!

**design:retail:** *How did you get into the technology at-retail scene?*

**Healey Cypher:** Working at e-comm-based companies for a large part of my career, I realized we often weren’t thinking about the 92 percent to 94 percent of retail sales that happen in physical bricks-and-mortar stores. After all, 75 percent of all purchases are made within 15 miles of U.S. citizens’ homes—and we all love branded stores more than shopping any other way (fact). So, I started focusing on integrating the best of Web thinking into the physical world, and it’s been an incredible journey since.

**d:r:** *Where does retail stand on the spectrum of industries embracing technology?*

**Cypher:** Retailers span the adoption curve, from super cutting-edge to the very, very far behind. Overall, it’s above obvious industries (e.g.

healthcare), but it’s also burdened because of the heritage of initial tech. Companies who built custom POS systems 20 years ago are finding it hard to develop external services to give them the flexibility to innovate. Newer companies, like Bonobos or Warby Parker, are able to do some incredible things, because they have more cutting-edge infrastructure, and are starting off carefully with smaller footprints.

**d:r:** *What are the biggest challenges/risks for physical retailers aiming to up their technology game in-store?*

**Cypher:** 1) Necessary infrastructural investment, 2) Operations (training, if needed), and 3) Not falling into a common trap: tech for the sake of tech.

**d:r:** *How are customers reacting to this new blended physical/digital retail world?*

**Cypher:** Customer expectation is outpacing the majority of retail. So, when they do get experiences they like that remove friction and improve the immersive, physical experience, they go nuts over it. They absolutely love it.

**d:r:** *Which retailers are doing it right?*

**Cypher:** Well not to say the retailers I don’t mention aren’t, but some recent ones I’ve been having fun thinking about are: Rebecca Minkoff, Nordstrom, Warby Parker, Burberry, Bonobos and Rent The Runway.

**d:r:** *What is the future of bricks-and-mortar retail?*

**Cypher:** Stores aren’t going anywhere. But they are going to change. We’ll see more change in the next five years than the last 50.



HEAR MORE OF CYPHER’S THOUGHTS ON RETAIL TECHNOLOGY AT HIS TALK AT THE DESIGN:RETAIL FORUM IN PORTLAND, ORE., SEPT. 24-26. REGISTER AT [DESIGNRETAILONLINE.COM/FORUM](http://DESIGNRETAILONLINE.COM/FORUM).

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## A “LOTTE” OF LEDS

**L**OTTE DUTY FREE—South Korea’s largest duty-free retailer—belongs to Lotte Group, a South Korean multinational food and shopping corporation. At 118,400 sq. ft., the company’s new outpost in Seoul’s World Tower Mall is the largest duty-free store in the country, occupying the tower’s seventh and eighth floors. Featuring 420 Korean and international brands, the new location is reported to have contributed to a 20 percent increase in average daily sales.

The store—the third largest Lotte Duty Free location in the world—is light-years from any airport outpost for tax-free tobacco and spirits. To showcase its “approachable luxury” concept, Lotte Duty Free tapped New York-based design and branding firm Lippincott to transform duty free from staid to state of the art.

New goals for the space included showcasing a fresh and energetic Lotte Duty Free brand; using visual merchandising to move perceptions; integrating the brand identity with digital; and developing a new visual system to guide customers. In short, the team had to design a shopping experience that drives product sales through a combination of product engagement, storytelling, personalization and promotion. The end result merges technology, celebrity, entertainment and next-gen design to “trip the light fantastic.”

Dynamic LED installations take center stage in Lippincott’s visual strategy. One surrounds the store’s perimeter, another hangs above the escalators, while a third wraps around in-store columns. The LED installations are architecturally integrated to preserve selling space. Video content changes throughout the day, showcasing K-pop music videos, Korean art and sculptures, and images of global travel destinations.

The store’s LED deployment is unprecedented in South Korea. A Lotte signature, “Star Avenue,” was integrated into the store by way of a “Star Bridge,” a two-story collection of LED panels with larger-than-life images of Korean Wave celebrities.

“Our work with Lotte reflects the convergence of entertainment and retail, as well as the coming together of digital and physical experiences,” says Fabian Diaz, senior partner, experience innovation, Lippincott.

Lighting turned visual merchandising—what a bright idea.

—Janet Groeber





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# New Store Watch

**1.**

Hamleys, Moscow  
Opened: March 2015  
Photo by JON MEADE

**2.**

Pep Boys, Cincinnati  
Opened: December 2014  
Photo courtesy of OMS PHOTOGRAPHY

**3.**

Appliance Love, Toronto  
Opened: April 2015  
Photo by LISA PETROLE

**4.**

Topo Designs, Fort Collins, Colo.  
Opened: April 2015

Check out additional images of these stores and more at [designretailonline.com/projectgallery](http://designretailonline.com/projectgallery).



[1]



[2]



[3]



[4]

## STUDY LINKS IN-STORE WI-FI TO INCREASED RETAIL SALES

**A**TLANTA-BASED NETWORK and cloud solutions provider EarthLink Holdings Corp. recently partnered with research consultants IHL Group and Wi-Fi solutions provider AirTight Networks to measure the impact of store networking, Wi-Fi, security and engagement in retail stores.

The study, called "Impact of Store Networks and Wi-Fi on the Customer Experience," found that in-store Wi-Fi had the most noteworthy positive impact on retail sales and customer loyalty of any technology-related initiative.

### The results showed:

- Almost half of the participating retailers claimed increased customer loyalty as a result of offering in-store employee Wi-Fi
- One third of retailers (28 percent) reported increased customer loyalty in response to deploying in-store customer Wi-Fi, with an associated 2 percent increase in sales
- Twenty-one percent of retailers reported an increase in customer dwell time due to in-store Wi-Fi



"As retailers dramatically upgrade store infrastructures to create the experience of the future, there is a tremendous need for increased bandwidth and security, driven by moving to a single version of the truth for data, mobile devices in the store and the accompanying systems," says Greg Buzek, IHL.

- Lauren Mitchell

Photo by LDPROD/STOCK/THINKSTOCK

# WORLD DEPARTMENT STORE FORUM FOCUSES ON EXPERIENCE

↓ Panelists (from left): Christian Papa, HMKM; Nathalie Remy, McKinsey & Co.; Paolo De Cesare, Printemps; and Vittorio Radice, La Rinascente Group



**T**HE FOURTH WORLD Department Store Forum, held April 23–24 at the Cavalieri Hotel in Rome, was attended by more than 350 retail executives, including 110 CEOs and managing directors. Hosted by the Intercontinental Group of Department Stores (IGDS), the largest organization for department stores worldwide, the event addressed key industry issues from both visionary and strategic viewpoints.

The theme for this year's forum was, "Strengthening Emotional Bonds with Customers," tying a universal message of in-store experience throughout the event's six thought-provoking sessions.

The future of department stores must go "from selling large quantities to provide experiences and build relationships with customers. Connect with customers at an emotional level," said Paolo De Cesare, chairman and CEO of Printemps (France).

De Cesare emphasized the power of art and design in department stores, encouraging attendees to:

- 1. Develop their unique positioning and reason for being**
- 2. Focus on the customer's experience**
- 3. Consider art and design to create a deep emotional link**
- 4. Build partnership with the art world**
- 5. Enjoy the work with their team**

A thought that remained current throughout the event was a slide and quote from artist Henri Matisse: "Creativity takes courage."

IGDS President Simon Susman ended the conference by thanking everyone involved and announced the next IGDS event, the Global Department Store Summit (GDSS), would take place May 26–27, 2016, in Zurich.

– Alison Embrey Medina

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# 40 UNDER 40 CITYSCENE NEW YORK

**O**N MAY 18, *design:retail* honored the winners of its first-ever "40 Under 40," a selected group of the next generation of talented stars driving the future of retail design, at its 40 Under 40 CitySCENE event in New York. The event, which was sponsored by 3M, Coloredge, Genesis Mannequins, Mattec and MDI Worldwide, kicked off with the Markopoulos Roundtable, followed by a CitySCENE networking reception and 40 Under 40 awards ceremony.



[1]



[3]



[2]



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→ [ALL PERSONS LISTED FROM LEFT TO RIGHT]

1. Charlie Flexon, Matthew Calkins, Kim Richter and AJ Mapes, *Gensler*
2. Past Markopoulos Award winners Tony Mancini, *Global Visual Group*; James Damian, *James Damian Brand Integration LLC*; Tom Beebe, *W Diamond Group*
3. The 40 Under 40 recipients pose for a group photo after the awards ceremony.
4. Reginald Rogers, *RKR Design Group*; Louis Sanders, *The Estée Lauder Cos. (La Mer)*; Joshua Casiano, *FTI*
5. Ted Sheppard, *Donna Karan*; Gregg Winkelman, *Genesis Mannequins*



[5]





# design:retail CitySCENE 2015

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designers, visual merchandisers and sponsors only. Manufacturers, suppliers/vendors must sponsor in order to attend. design:retail reserves the right to deny admittance to any non-retailer.



[11]



[12]



[14]



[13]

➤ [ALL PERSONS LISTED FROM LEFT TO RIGHT]  
**11.** Deverell Smith, *architecture and design professional*; Chandra Smith, *SEO Scholars*; Melissa Scaglione, *DePaul University*; Peter Rivera-Pierola, *McDonald's*  
**12.** Stephanie Dobrosky, *Nine West Group*; Leonard Barszap, *Lippincott*; Tara Sampson and Vanessa Gonzalez, *Nine West Group*  
**13.** Erin Dengeles, Kathy Benincase and Melissa Dengeles, *Perfumania Holdings*; Jeff Nappo, *NDR*  
**14.** Clayton Whitman and Stephanie Isaacs, *Callison*; MJ Munsell, *MG2*  
**15.** Past Markopoulos Award winner Tom Beebe engaged in conversation with the 40 Under 40 recipients during the Markopoulos Roundtable.



[15]

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# The Story of STORY

“We measure success by the ‘experience per square foot’ we provide, as opposed to the traditional ‘sales per square foot’ model.”

RACHEL SHECHTMAN



**W**ITH JUST ONE store location in New York to date, how is STORY—the little brand with a BIG social media presence—so wildly popular? We interviewed the brains behind the operation, Founder Rachel Shechtman, to get the real story behind STORY.

**design:retail:** Describe the concept of STORY in a sentence.

**Rachel Shechtman:** STORY is a retail concept that, like a living magazine, changes its identity every four to eight weeks to bring to life a new theme as a way to connect consumers, content and community in a physical space through a mix of contextualized merchandise and event programming.

**d:r:** Where did the idea come from?

**Shechtman:** The idea comes from my background spent as a consultant for companies big and small, where I realized first-hand that brands were struggling to find ways to connect offline with consumers. I believed that by combining strategies of marketing, merchandise and business development, you could use physical retail as a meaningful way to create these connections by addressing the “why” of shopping, as opposed to the “where” and “for what.” Simply put, I believe people shop offline primarily for the experience. STORY is all about offering a unique, ever-changing experience.

**d:r:** Why do you feel the store (and concept) has caught on as feverishly as it has?

**Shechtman:** I believe that the buzz around STORY is largely due to the experience we provide our visitors, which begins the moment you set foot in STORY with a greeting from one of our “story-tellers.” We are giving consumers something that didn’t really exist before by addressing the “why”



part of shopping and catering to the social and community-oriented nature of the business, as opposed to just focusing on the sale. We like to say that at STORY we measure success by the “experience per square foot” we provide, as opposed to the traditional “sales per square foot” model. Organically, this gets people talking about the great time they had or the cool thing they found, which is what we’re after.

**d:r:** Explain your philosophy of the store as media.

**Shechtman:** STORY takes much of its model from publishing. We introduce each concept with a “Letter from the Editor,” and weave content throughout the space, because it’s important that our visitors learn something from us in the same way that they would if they were flipping through a magazine. On the business side, our model is based on the idea that retail can be a meaningful

way for brands to tell their stories in a contextualized, focused physical environment. We partner with brands for each concept that add relevance to the STORY we are telling, creating a living advertorial that our visitors can shop.

**d:r:** How does social media play in to the success of your brand?

**Shechtman:** Social media has become an important way for us to amplify what we are doing in the space, and share the stories of our featured vendors and partner. However, due to the unique nature of our business, our focus is always on amplifying the message of our partners versus making things about ourselves. Each store is designed to play to a social-media-savvy consumer, with hashtags and Twitter callouts included in our signage and subtle calls for shoppers to share their experience.

**d:r:** How do your partnership ideas (such as your recent collaboration with Target) come about?

**Shechtman:** Our partnerships are in many ways designed similarly to a magazine, in that we maintain an editorial calendar—a mixture of stories we want to tell and annual concepts, like our holiday concept, that respond to key consumer patterns. On some occasions, partners will come to us with an idea and that will serve as the starting point for our ideation.

**d:r:** What’s next for STORY?

**Shechtman:** Continuing to evolve our model and explore the growth strategy that makes the most sense—e-commerce or more stores. Stay tuned.

— Alison Embrey Medina

HEAR MORE FROM SHECHTMAN AT HER KEYNOTE PRESENTATION AT THE DESIGN:RETAIL FORUM IN PORTLAND, ORE., SEPT. 24-26. REGISTER AT DESIGNRETAILONLINE.COM/FORUM.

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# The Connected Shopper



IRA L. GLESER

PRESIDENT

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**R**ECENTLY, TWO NEWS items around investing in shopper marketing caught my attention. First, a study by Cadent Consulting Group of 1,000 retailers and manufacturers found that shopper marketing spending has more than doubled over the last two years, growing from 6 percent of the marketing budget between 2012 and 2014 to 13.5 percent. That represents a \$17 billion increase.

Next came news that Walmart not only is the biggest IT spender in retail, but the biggest investor in IT worldwide, with an estimated investment of more than \$10 billion, according to global market intelligence firm IDC. Walmart announced that a large portion of this IT expenditure will be focused on investing in the integration of physical and digital over the next 18 to 24 months.

Folks, that's a "B," as in billions of dollars. One has to wonder what all these dollars are being invested in. Could it be that the silver bullet for omnichannel really does exist, and manufacturers and retailers are pursuing it like the search for the Holy Grail?

Most likely not. Walmart's U.S. CEO Greg Foran was quoted as saying, "The big price for us in the future goes back to this integration of digital and physical. We've got to make sure we develop the goals and technology to get there."

Okay, so Walmart's journey looks like an investment in their global technology platform, a next generation fulfillment network and recruiting best-in-class talent in the area of digital innovation. That's Walmart's plan. What about the rest of us?

Well, before you go betting the ranch on making significant investments in shopper marketing, you might be interested to hear an astute observation made by a senior executive at Catapult, a conversion



marketing agency. There is little data to support a correlation between having omnichannel expertise and accelerated retail sales. Specifically, many of the companies with the strongest growth rates on the National Retail Federation's 2014 ranking of the "Top 100 Retailers" made no appreciable investments in omnichannel marketing.

From my vantage point, there are two fascinating dynamics at play here. On the one hand, the majority of consumers now expect retailers to offer a digital experience in-store, but the majority of retailers just aren't there yet. The retail industry has the potential to be the fastest adopting bricks-and-mortar business embracing the opportunity to integrate the physical and digital experiences. And as part of this opportunity, manufacturers and retailers need to invest in sophisticated tools and data to gain valuable insights on their shoppers, but they must also rely on the intuition that comes with really listening to shoppers in order to create the best possible and repeatable experience.

All these investments notwithstanding, it all is

about "creating a memorable shopping experience." The exciting and maddening part of this journey for brand marketers and retailers is that because we as a shopper society are more social, mobile and customized than ever before, the "memorable shopping experience" won't look the same for everyone. It may be product selection, it may be having my size, it may be a knowledgeable, friendly salesperson. Or it may be the way you've integrated digital into your shopping experience, or the real-time coupons or discounts you offer your loyal shoppers to encourage them to pay your store a visit.

So, as you "invest" in trying to find the right formula to engage the "connected shopper," consider some key

takeaways offered by Michael Dill with Match Marketing Group at a recent marketing conference:

**1. Learn what consumers want out of their shopping experience and cater it to their needs.** Are your shoppers looking for sales? Or perhaps a deeper connection that complements what they get online?

**2. Shoppers see brands and retailers as "providers."** A provider is not just a place to buy things. A provider gives value, engagement and content. Consumers want brands to entertain them, show them what they do with a product and who else is using it.

**3. Build an experience.** A brand experience is not a moment, it is a state of mind. It is something that is felt and emotional, and takes place over a long duration of time.

dbr

IRA L. GLESER IS PRESIDENT OF ATLANTA-BASED AMPLIFY MARKETING COMMUNICATIONS (AMPLIFYMC.COM), WHICH HELPS BRANDS AND ORGANIZATIONS CONNECT MORE EFFECTIVELY WITH CLIENTS, CUSTOMERS AND PROSPECTS.

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# Dubai: The Final Frontier



PACO UNDERHILL

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**T**HE BOXED SET of “Star Wars” movies has just been released, and the set of “Harry Potter” movies is probably in the pipeline. In both cases, I thought the first film was magical and the subsequent releases were of declining interest. I have similar feelings about returning to Dubai.

The audacity of Dubai is breathtaking. The Dubai of today is like a “Star Wars” set, with towers rising out of the sand, exo-skeleton buildings frozen in mid-construction and soaring airplanes on the edges of every vista. In the relative coolness of April (where daytime temperatures peak in the high 90s), there is a heat fog of sandy dust and wind. The skyline remains surreal, while the principle spine of highways is crowded with mostly white cars; you sense the absence of people. If they are there, they are hiding.

Dubai sits at air transit central. Beyond oceans that defined trade routes through human civilization, it is Heathrow, Charles de Gaulle, O’Hare and Hartsfield-Jackson redefined. Traveling from São Paulo to Tokyo, the logical geographic stop-off point is a spit of land at the base of the Strait of Hormuz. The global proposition of the U.A.E. also makes it a time-out place for a volatile region of the world that is convulsing with ethnic and religious strife.

Across the city-state are hundreds of residential towers. Its occupants are more than 80 percent expats, a majority of homes and apartments are owned by wealthy and well-to-do families from Iran, Iraq, Lebanon, Syria, Pakistan, India and beyond. Its tourist traffic is a cross-section of emerging market wealth from Russia, the former Soviet Republics and the Indian subcontinent. More so than Europe, it is a comfortable place, where differences in wardrobe and skin tones attract no attention.

While Dubai and the U.A.E. are growing hospitals, schools, vacation destinations and museums, the



BoxPark, Dubai

start of the commercial hub has been shopping. It is hard to find anything else to do in Dubai. The heat and wind can be tolerated and enjoyed by those stalwart dune-buggy addicts, but playing golf is tough for eight months of the year. The shopping is superb. While smartphones are ubiquitous, the online hunt for better pricing is absent. This is a generally affluent customer with no apparent shortage of funds and an endless appetite for luxury goods.

Dubai’s first shopping mall was built in 1981, although it wasn’t until the ’90s that its shopping mall boom started, beginning with its first shopping festival in 1996. At the outset, each new property looked for a unique selling proposition. Mall of the Emirates had a ski slope in the middle of the desert, which became more of place to don parkas and sip hot chocolate than to slide on artificial snow. The Ibn Battuta Mall, named after the Islamic explorer, has wings designed after different parts of his journeys to the edges of the 15th-century Islamic world—not unlike The Venetian in Las Vegas, but on a much bigger scale.

Since my last visit, a number of new malls have opened. The first is about scale—The Mall of Dubai is big, one of the largest malls in the world. With 65 million-plus visitors a year (more than New York City), it has 1,200 stores, an ice skating rink, aquarium and underwater zoo, and a brand spanking new Bloomingdale’s, where only the men in Arab dress clue you in to the fact that you aren’t on 59th Street. The mall has specialty wings. I like the concentration of shoe stores, a generation beyond the Selfridges floor, with more imaginative merchandising (men’s shoes on billiard tables were my favorite). The denim wing has jeans stretched out on laundry lines over the concourse. It is easy to get lost, and many people do. The world’s tallest building is connected to it, and it is part of a new downtown that did not exist 10 years ago. This is not a

Corbusier-style masterplan. In the desert, you don’t need the green space, and what greenery you do have needs to be watered twice a day or it shrivels in the heat.

The 44-store BoxPark had its soft opening in February. It’s a mall constructed out of recycled shipping containers. I’ve seen the idea before, but not at this scale and not in this location. In concept, it is ecological and visually stunning. It also is profoundly flawed—steel buildings absorb and transmit heat. The energy cost to cool a steel industrial building to retail temperatures are considerable. Its redeeming feature may be the permanence of its recycled materials treated to last. Another “Star Wars” set getting ready for the 62nd installment to be filmed in 2050, animated by all those intergalactic tourists oblivious to the heat, but still hungry for the goods. 

PACO UNDERHILL IS THE FOUNDER OF ENVIROSELL AND AUTHOR OF THE BOOKS “WHY WE BUY” AND “WHAT WOMEN WANT.” HE SHARES HIS RETAIL AND CONSUMER INSIGHTS WITH *DESIGN:RETAIL* IN THIS BI-ISSUE COLUMN.



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FROM

CONCEPT

**TO**

Neiman Marcus takes us on a journey that details their Beverly Hills store renovation from the first words of inspiration to finishes, architecture and finally the grand reveal

**COMPLETION**

By JENNY REBHOLZ Photos by CHARLIE MAYER  
Renderings by GENSLER DALLAS

**D**esign is a process, a course of action that begins with an idea or an inspiration. In the early stages of design, words and images can be used to communicate an idea and evoke a vision that serves as a guide through the process. While endless possibilities are explored, the reality of the building and budget constraints create parameters that challenge the design team. These challenges bring out the best in the design as a solution emerges that offers the perfect balance between vision and reality. However, the vision is the checks and balances, the driving force that carries a project from concept to completion.

While the Neiman Marcus store in Beverly Hills, Calif., is a high-profile fashion destination, it has not been remodeled in its entirety for 15 years, outside of minor shop renovation projects. It was time to take the store design to the next level.

For the Neiman Marcus team, the process begins by writing a design statement. “We put together a vision without too many specifics before we sit down with a design firm,” says Ignaz Gorischek, vice president, brand design and creative for Neiman Marcus Properties Group. “We start with words.”

The design-driving words for the Beverly Hills retail experience were: “color and materials, technology, shape, scale and proportion.”

The internal team then selected images to illustrate the words (not necessarily directly associated with retail)—they simply are an expression of the word or mood, the essence of the design they are trying to create. At this stage of the project, designers brainstorm and dream with no parameters to inhibit the process. It is a short-lived stage with no budgets or restrictions.

The exploration of words and imagery establish the guiding design principles, a means of measurement as solutions are contemplated and decisions are made.

“Then we begin to examine the floorplan,” Gorischek describes. “We work in a loose block plan format to break down the store. It is time to figure out how the dreams will meet reality.”

Throughout the process, the key elements of the retail brand also serve as a guide. With Neiman Marcus, the challenge is how to present a luxury retailer with a rich, 107-year-old retail history and heritage in a manner that avoids making the legacy appear too stuffy. “You want to create a balance that pulls from the history while looking into the future,” Gorischek says. “It is our job to stay in front of fashion trends and customer expectations to deliver something forward-thinking. In the world we live in, it is like shooting at a moving target due to the pace at which expectations change. We have to make the experience last as long as we can.”

With the key words guiding the process, the team begins to transform the retail experience at the core of the design—the space plan. The Neiman Marcus floorplan typically is a rectilinear footprint and layout, but the team took a different approach for the Beverly Hills store. “We decided to employ soft curves and

eliminate dead corners,” Gorischek explains. “Customers flow along a gentle curve without realizing it. There are no odd angles. They cascade along curvaceous shapes. It’s mesmerizing, like waves rolling in nature. It is a dramatically different approach.”

As the team employed these new shapes in the planning process, they started to see efficiencies in the space plan. Not only was the design becoming more dynamic and interesting, it was increasing the amount of product on the floor.

Accessibility and plan organization were key components of the calculated planning process. The team scrutinized every turn and angle in order to evaluate how to carry customers through the space and stop them periodically along the way.

This was accomplished with the location and placement of visuals at hot spots every 20 ft. to 30 ft. These style presentations, including everything from mannequins and furniture to unique carpet installations, visually walk customers through the store.

This is where the other key words in the design process came into play. The team began to interpret the brand through color and finishes, and played with art, architecture, technology, scale and proportion to create visual rewards and stopping points throughout the store.

Part of the heritage of Neiman Marcus is the importance of art. The retailer has had a rich art history since Stanley Marcus purchased the first piece in 1951. An on-staff art curator acquires art for new projects and maintains the integrity of the collection. The retailer still owns the original piece purchased by Marcus, an Alexander Calder mobile called “Mariposa,” which was the inspiration for the name of the Neiman Marcus Beverly Hills restaurant.

“We start with words.”

—IGNAZ GORISCHEK, NEIMAN MARCUS

“The whole story of art is very different here,” says Gorischek of the use of art in the Beverly Hills project. The team blurred the lines between art and architecture, as well as art and technology. Feature walls by a mosaic glass artist, 3-D finishes and paint on fixtures, sculptural displays, glass curtains, carpet patterns designed by graffiti artists and LED illuminated panels all add dramatic effects to the architecture.

The five-level comprehensive renovation project will take just shy of three years to complete. With customers already enjoying the new Beauty, Mariposa and Women’s Contemporary departments, the concept is one-third complete.

“The recipe for success is in the detail and effort of all of the ingredients that work together in a design,” Gorischek says. “You have to carry it through to that infinite detail. And that is a level of detail that you don’t know will work until it is built. Experience, collaboration and trust in the team, that’s what gets you from concept to completion.”

dar



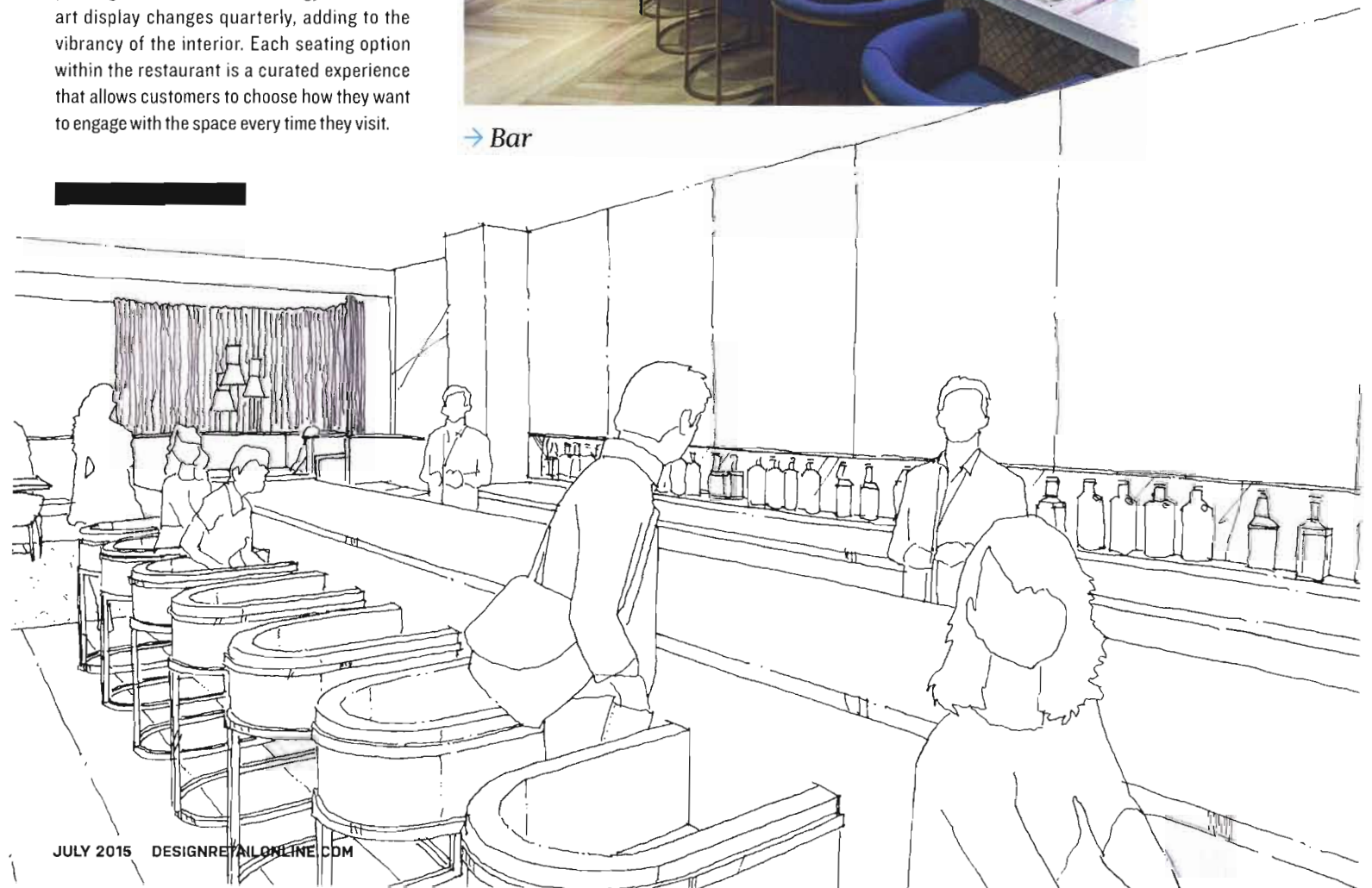
## MARIPOSA RESTAURANT

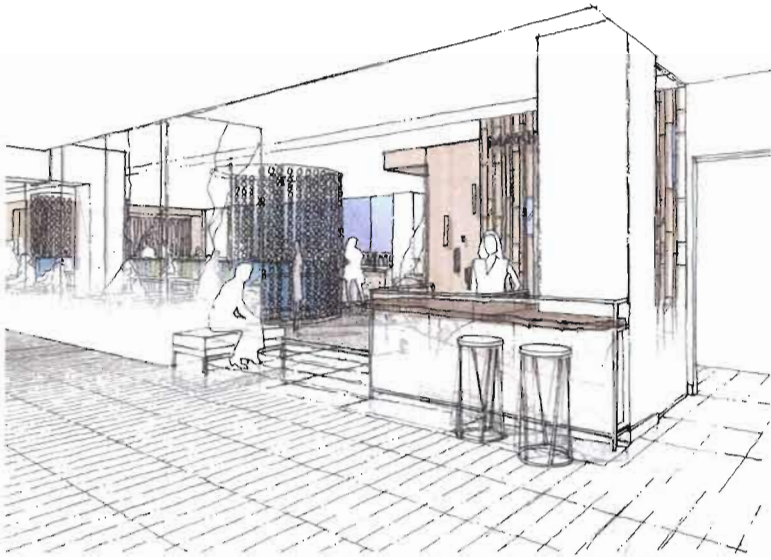
The completely remodeled Mariposa Restaurant was designed like a glass box within the Beauty floor. Clear sightlines create a connection that entices and intrigues shoppers. The dining area offers a variety of seating options that appeal both to those who want to “see and be seen,” as well as those looking for a more intimate, private atmosphere. Sculptural glass curtains made of 1,200 hand-blown pieces of glass highlight two semi-circular booths at the heart of the restaurant.

The bar design brings art and technology together with The Lumen Project. A London-based company created a custom LED fabric-stretched panel that addresses sound absorption while creating a 5-ft.-high-by-30-ft.-long, dynamic moving art wall. The team then worked with three artists to bring their paintings to life via LED technology. This active art display changes quarterly, adding to the vibrancy of the interior. Each seating option within the restaurant is a curated experience that allows customers to choose how they want to engage with the space every time they visit.

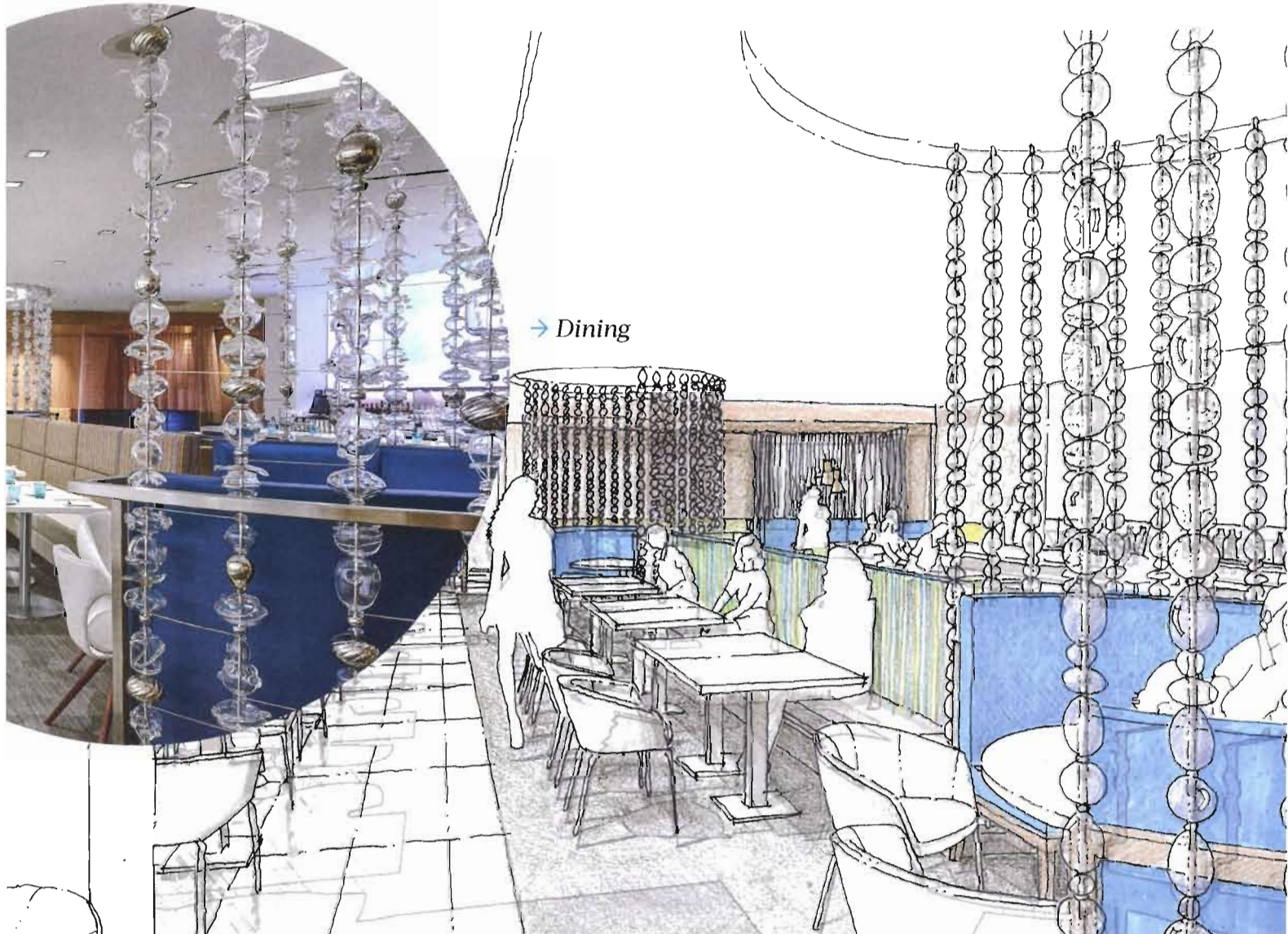


→ Bar





→ Entry



→ Dining

# ICE CREAM

## SHAKES

<b>Frappe</b> 2 SCOOPS OF ICE CREAM BLENDED WITH MILK OR RESEMBLES THE MILK. GUARANTEED TO BEE TILL DEATH FRUZZE!	\$5.99
<b>Milk Shake</b> MILK OR RESEMBLES MILK BLENDED WITH CHOCOLATE, VANILLA, OR COFFEE FLAVOR	\$4.49
<b>Root Beer Float</b> WANG ROOT BEER TOPPED WITH A SCOOP OF VANILLA ICE CREAM	\$4.99
<b>Lime Ricky</b> LIME OR LIMEFLAVORED LIME	\$4.99

**Soda Fountain**  
Maine Root Handcrafted

Medicane Cola	Slet Medicane Cola
Black Cherry	Singer Brew
Root Beer	Fair Trade Lemonade
Small \$1.99	Medium \$3.29
	Large \$4.49

*Made with Fair Trade organic concentrated cane juice!*

## FLAVORS

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- Chocolate
- Strawberry
- Coffee
- Black Raspberry
- Orange Sherbert & Cream
- Holy Cow
- Heavenly Hash
- Salty Sea Caramel

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## ICE CREAM TAKE OUT

### Cone or Cup

Small 1 SCOOP	\$3.99
Medium 2 SCOOP	\$4.49
Large 3 SCOOP	\$4.99

### Toppings

Hot Fudge	Chopped Walnuts
Strawberries	Syrup
Whipped Cream	

### Take Home

PIST	SOART
\$3.99	\$3.99

### Brothers Sundae

ONE SCOOP	TWO SCOOP
\$4.49	\$5.49

### Banana Split

\$6.99
--------

### From the Grill

Burger	\$5.99
• Cheese	\$1.50
• Bacon	\$1.00
Burger of the Day	\$5.99
Chili, Mustard, Tomato, Avocado	\$0.50

Hot Dog - Keweenaw Style	\$2.99
Hot Dog - Plain Old School	\$3.49

Grilled Cheese	\$3.99
• Bacon	\$1.00
• Turkey	\$0.50

BLT	\$5.99
Chicken Club	\$6.99
Turkey Club	\$6.99

French Fries	\$2.49
Sweet Potato Fries	\$2.99
Bacon Rings	\$3.99
Fried Pickles	\$2.49

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Grab a Cone!





WHAT'S  
—  
**OLD**  
—  
IS  
*New*  
AGAIN

One part mom-and-pop corner store with two parts curated food selection and contemporary flair, Brothers Marketplace is a gourmet grocery concept fusing tradition with today

By ERIN M. LOEWE

Photos by MARK STEELE PHOTOGRAPHY (unless otherwise noted)

## Supermarkets typically are not known for having environments that encourage lingering.

However, in keeping with the trend of grocery stores scaling back after years of increasing their footprints, Wellesley, Mass.-based Roche Bros. launched its Brothers Marketplace concept back in spring 2014. The first store, located in the Boston suburb of Weston, Mass., features a curated food selection and new graphics elements, and currently is up for a full remodel. But for now, the store design that is setting the standard for future environments is the second location (featured here) in Medfield, Mass.

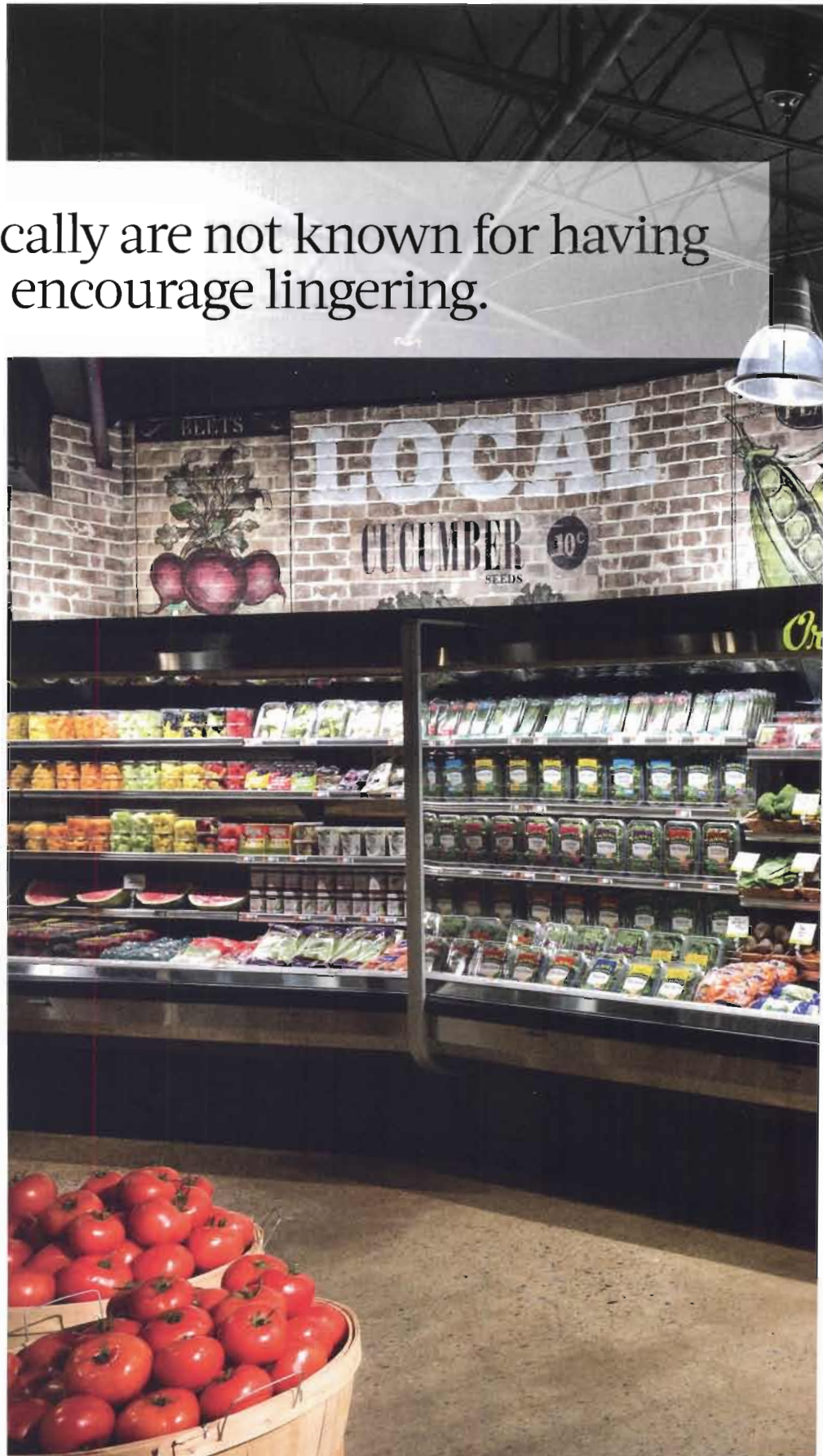
Along with Cincinnati-based BHDP Architecture and Boston-based Marquis Design, Roche Bros. set out to develop a store that was inspired by traditional European markets and that reflected the values of the first Roche Bros. store, which opened in 1952 as a meat and produce market. The 9,179-sq.-ft. Medfield location opened in July 2014 and occupies the former Lord's Department Store—one of the few remaining mom-and-pop shops in the area that was a community hub for more than 70 years.

Before even entering the store, patrons can tell it was designed with its heritage in mind. There is a giant black-and-white photo reproduction painted on one exterior sidewall, harkening back to the glory days of Lord's. It integrates well with the more modern charcoal gray and chartreuse wall in front.

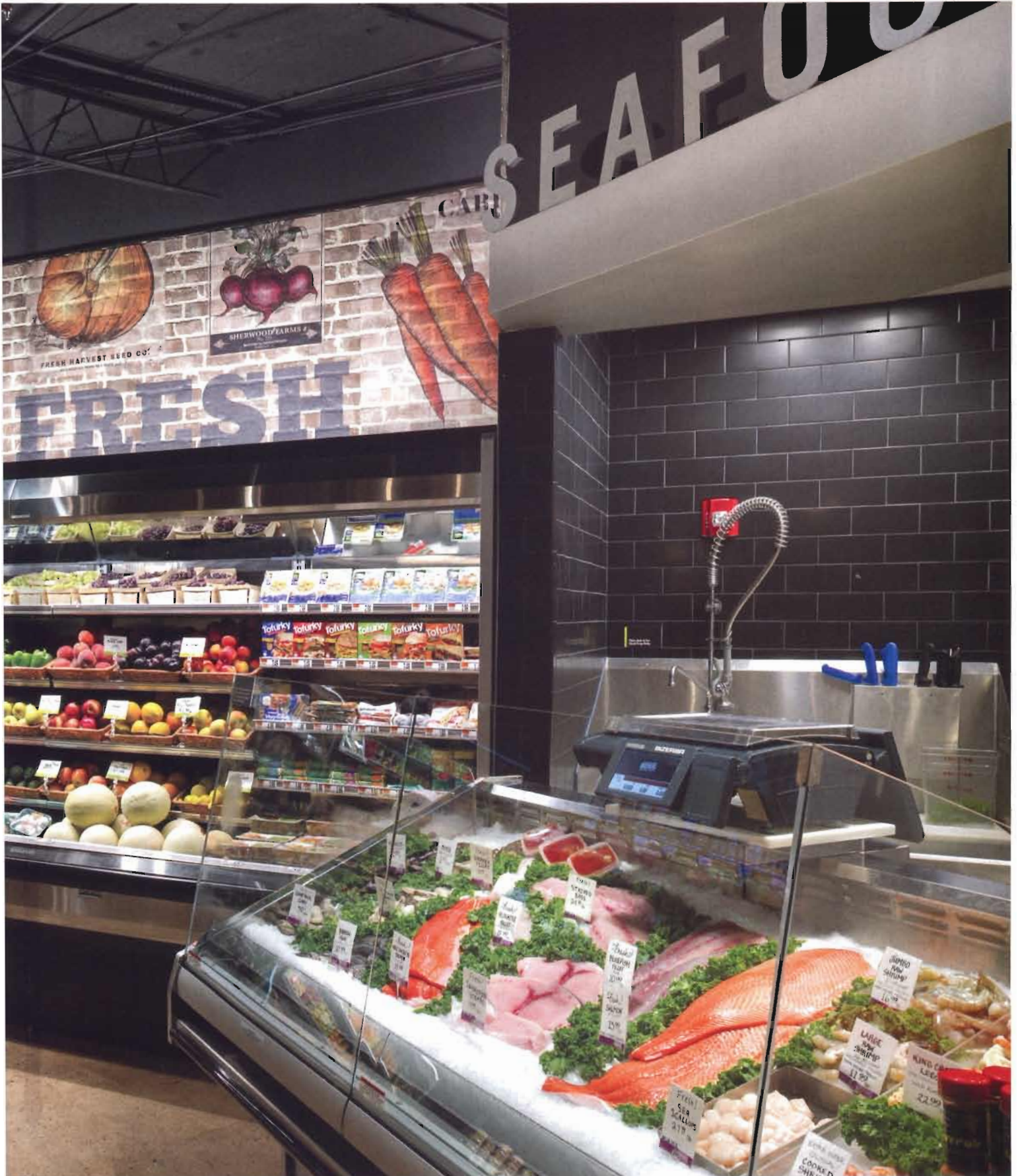
"It was a bold statement to use the chartreuse in a significant way," says Eric Khun, design leader at BHDP. "It allowed the brand to be noticed in the community, not in an invasive way, but in a way that has personality and a quirkiness to it."

At Brothers Marketplace in Medfield, gourmet staples combine with fresh, grab-and-go selections and a café, which features a revamped Lord's soda fountain. Where once it featured black-and-white linoleum with splashes of red and yellow, now the area gleams with timeless white counters and subway tile.

Aimee Morgida, director of operations for Roche Bros., says customers from all walks of life are enjoying the Medfield market. "When I was visiting the store, an older couple came in and shared a soda like they used to do at the Lord's soda







# SEAFOOD

CAB

FRESH HARVEST SEED CO.  
**FRESH**

SHERWOOD FARMS





↑ [Top] The store uses custom fixtures and propping components for an eclectic yet homey feel.

↑ Handwritten signs reflect the heritage of Roche Bros., which began as a meat and produce shop in 1952.  
Photo courtesy of MARQUIS DESIGN

fountain," she says. "It's a comfortable place for seniors as well as young people."

Reverence for the former store worked its way into the design in unexpected ways, as well. "On one of the brick walls in the store, we merchandised up to it, but behind there we captured pieces of the Lord's store logo, so people can see little pieces of it around the shelf," explains Andrew McQuillin, retail leader at BHDP.

Lighting for the space is understated and classic. Pendants and adjustable can lights put the focus on the product. Beyond the more targeted lighting and polished original concrete floor, Brothers Marketplace has a striking signage and graphics package from Marquis Design. "A lot of this brand is driven by typography and words," says Martin Sorger, creative director at Marquis. "We wanted it to feel homey and contemporary at the same time; approachable and not stuffy. I think it's in line with this local, family-owned business."

Julie Vail, principal at Marquis, says an unexpected source of inspiration early on was a cheeky coffee cup her team designed. "Before the Brothers

Marketplace name had even been conceived, the coffee cup was something Aimee (Morgida) really gravitated toward," Vail says. "She used the word 'whimsy' a lot. She wanted the store to have a sense of discovery, both through its products and in the brand and store environment."

The fixtures also offer a unique touch to the store. Kuhn says the team had specialized fixtures created and used an extensive amount of found objects throughout. "Propping components were a part of the merchandising approach," he explains. "This assortment is probably 30 percent distinctive to this location."

Morgida says Roche Bros. will continue to explore other locations to expand the Brothers Marketplace concept in the Boston metro area, but emphasizes that each store will resonate with its particular community. "A couple of urban locations would be wonderful," she says. "We want to continue to offer this alternative to big-box locations to other neighborhoods. Every store will be designed to be slightly different and reminiscent of the neighborhood we service. They will never be cookie cutter." **d+r**

WHERE FIXTURES MEET *passion*



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↑ The café features a farm table to encourage lingering and community.

→ Clever shopping bags were part of an overall identity package created by Marquis Design. Photo courtesy of MARQUIS DESIGN



## PROJECT FILE

**Brothers Marketplace**  
Medfield, Mass.

### RETAILER

Roche Bros.

### CONTRACT DESIGN FIRMS

BHDP (concept development and environmental graphics), Marquis Design (logo and in-store marketing collateral)

### ARCHITECT

Plan B Retail Design and Project Management

### GENERAL CONTRACTOR

Antoine Construction Management

### CONSULTANTS/ENGINEERS

RDK Engineers (mechanical/electrical), James K. Grant & Associates (structural)

### STORE FIXTURES

Hill Phoenix Inc., Lazier Corp., Antekco Industries Inc.

### LIGHTING

Cooper Lighting LLC, Restoration Hardware Inc., Amerlux LLC, Holophane Corp., Columbia Lighting (division of Hubbell Inc.), Hubbell Lighting (division of Hubbell Inc.), Hi-Lite Mfg. Co., Barn Light Electric Co., Kason Industries, ANP Lighting Inc., Philips Lighting (division of Koninklijke Philips NV), Prescolite (division of Hubbell Inc.), Sonneman LLC

### FLOORING

Johnsonite Inc., Dal-Tile (division of Mohawk Industries Inc.), The R.C. Musson Rubber Co., Sonneborn (floor coating), Atlas Concorde USA Inc., Ao Carpet, Tile and Flooring Inc., Armstrong World Industries Inc., Schluter Systems LP

### SURFACING

Dal-Tile, Stone Source LLC

### SIGNAGE/GRAPHICS

Allen Screen Printing Inc. (division of Identity Group Holdings Inc.)

### MILLWORK

Concepts By Design LLC

### CEILING SYSTEMS

USG Corp., Nuda Products Inc.

### PAINT

Benjamin Moore & Co.

### GLASS

Anderson Windows

### SPECIAL FINISHES

Nichiha USA Inc., Wilsonart International Inc.

Information in the project file is provided by the retailer and/or design firm.

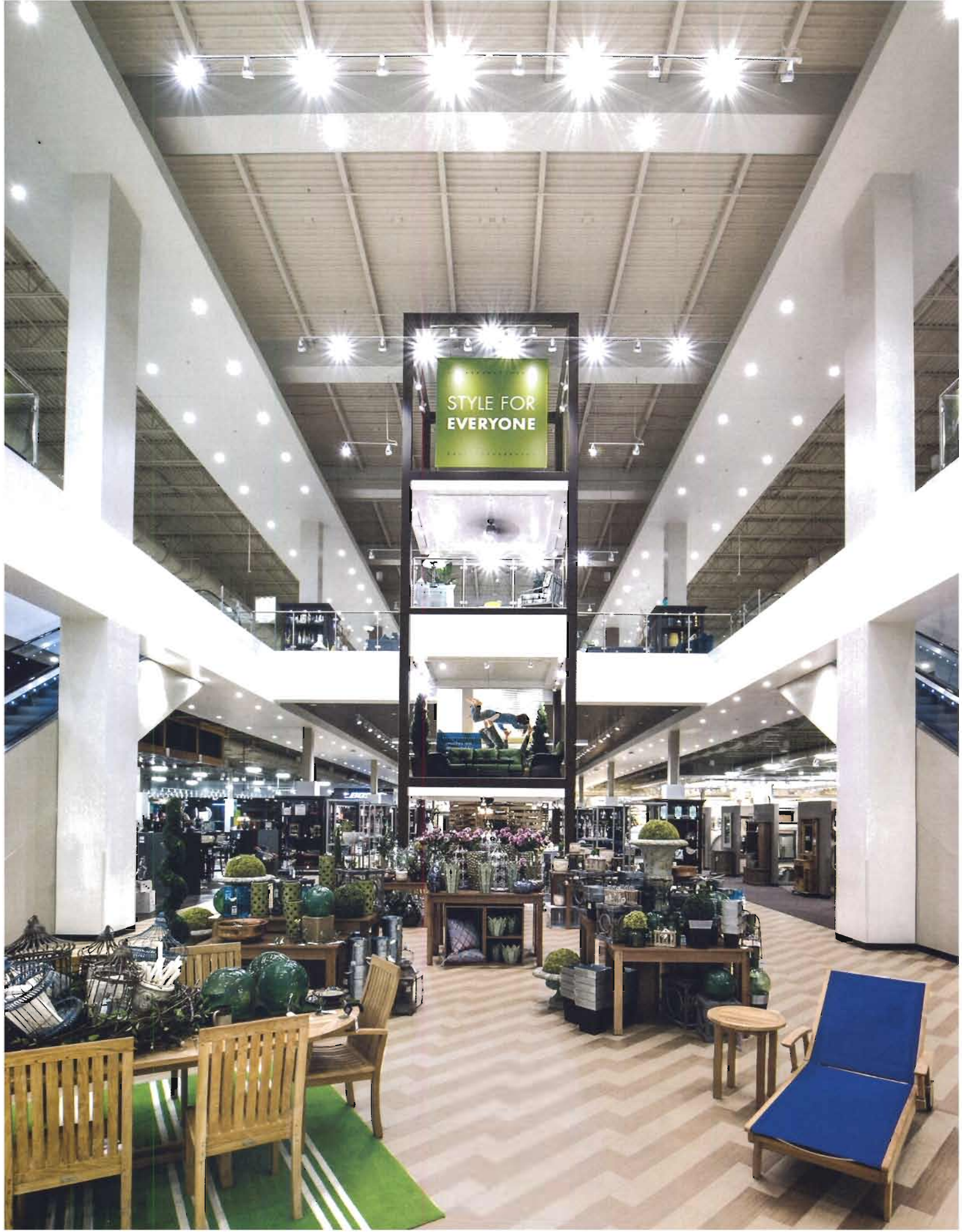
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STYLE FOR  
EVERYONE

# COLOSSAL SCALE

Nebraska Furniture Mart's supersized opening in the Lone Star state is a visual and digital masterpiece that took five years to complete.

It's huge.

Really huge.

Did we mention it's huge?



By ZOË ZELLERS

Photos by WADE GRIFFITH PHOTOGRAPHY

# Everything

**T**he adage rings true for Warren Buffet-owned retailer Nebraska Furniture Mart (NFM), which recently opened the biggest home furnishings store in the country at The Colony in Dallas. The furniture store features more than half a million sq. ft. of retail space, plus all the visual and digital navigation tools needed to create a friendly shopping experience. The store expects to see 8 million customers this year alone.

With its grand-scale size (560,000 sq. ft. of selling space to be exact) and anticipated high-volume traffic, the retailer turned to longtime collaborator Dayton, Ohio-based Interbrand Design Forum to overcome some considerable design challenges in creating a compelling, fresh and highly functional destination for customers, complete with in-store shops, style beacons and brand towers.

Nebraska Furniture Mart's newest location is practically the size of 10 football fields, yet it maintains the company's tried-and-true, bricks-and-mortar selling approach. The goal here was to create "a one-stop shop for everything for your home," says Ron Blumkin, president and COO of Nebraska Furniture Mart. "Nebraska Furniture Mart's philosophy is to be a leader in selection, offering our customers top brands and extraordinary selection of styles and prices in furniture, flooring, appliances and electronics. Hence the size...The Dallas/Fort Worth metro was the right place, with the right values, where we felt the most comfortable. The Colony made us feel like we were family."

From conception to searching for the perfect location to construction up until the store's grand



opening in May, the process took a total of five years, Blumkin says.

Amanda Kohnen, senior creative director of Interbrand Design Forum, says the project was more collaborative than any other she has worked on in her career. Her team of more than 20 members held daylong work sessions to brainstorm how

to "innovate the NFM experience." They also gathered input from NFM's merchants and stakeholders from their other stores, which include locations in Omaha, Neb., and Kansas City, Mo.

"We conducted robust research to really understand the shopper journey and the nuances of how people shop different categories," Kohnen



# is bigger in Texas.



↑ The Man Cave is a big attraction with pool tables and game tables, bar counters and objects of curiosity.



↗ [Top] An elevated tree house draws attention to the kid-inspired "playground" area.



→ [Bottom] The store minimizes the amount of different lamps used to simplify stocking and replacing bulbs.

- Interactive brand-specific touchscreens help customers find what they are looking for.
- ↓ Electronics and appliances are displayed in branded shop-in-shop areas.



“We are the Disneyland of furniture, flooring, electronics and appliances.”

- RON BLUMKIN, NFM



explains. “This included in-store shop-alongs in all the major categories NFM offers.”

The most apparent challenge was the sheer scale—which totals 1.8 million sq. ft. including its distribution center, selling more than 100,000 items (fun fact: there are more than 100 varieties of dishwashers alone!).

“It’s just so big, so how do you make the scale work for you?” Blumkin asks. “Our goal was to make the store feel smaller and more manageable, so shoppers get the benefit of the huge selection, but without feeling overwhelmed.”

And there also is the matter of durability in choosing materials that can withstand such high-volume foot traffic, plus the consideration of future costs, such as lighting and maintenance.

“How do you create the design and ambience you want, but with materials that will live up to that kind of exposure?” Kohnen asks. “With every single material and finish, we had to balance cost with durability and consider upkeep needs. These considerations impacted color choice and how we handled edges and corners.” The traffic also impacted the floorplan, Kohnen adds, explaining that the team had to think about aisle spacing and

accommodating a large number of people, many with carts, around the cashwrap area.

“We are the Disneyland of furniture, flooring, electronics and appliances, and we want our customers to have an inspiring and creatively differentiated experience, so that we don’t feel like a warehouse environment,” Blumkin says.

Rather than a warehouse vibe, NFM is more like a giant curator of goods that are neatly organized beginning at the 60-ft.-high glass dome atrium entrance. Blumkin strove to create a personalized experience in the store layout, which allows customers to find what they’re looking for at their price point, and also take away inspiration from suggested “style stories” and accessories that are displayed with every piece of furniture.

“The goal is an amazing first impression, which starts at the entrance and moves strategically throughout the store, with discoveries everywhere connecting needs and inspiration for the customer,” Blumkin says. “The adjacencies in our floorplans are intended to marry-up departments.”

For example, inspiration showcases, which can be changed depending on trends and seasons, serve as “punctuations used throughout

the primary circulation of the store to provide a unique lifestyle setting pulled together to inspire customers,” Blumkin notes. Meanwhile, style beacon zones in the living room areas draw customers toward merchandise that speaks to their own different style stories and tastes.

So, in a store this large, how do you find what you’re looking for? From the store’s entrance, various categories are highlighted in inspiration towers with elevated furniture displays that let shoppers intuitively find departments. “Open sightlines allow shoppers to see from one end to the other,” Kohnen says.

Shoppers also are encouraged to discover intimate in-store shops, including Bose, KitchenAid, the home theater area and a cool Man Cave with pool tables. Directory kiosks at entrances and an in-store navigational app provide directions to specific categories. Touchscreens are installed throughout the store, revealing an interactive store map—users can search by categories or by a specific item seen on display.

While this technology provides convenient go-to directions for shoppers, NFM still values the importance of exploring in the retail experience.

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→ Natural light from the 60-ft.-tall atrium's glass dome illuminates the open floor.

"A store of this size already is visually busy, so the team was highly strategic about wayfinding and made a concerted effort to avoid over-signing," Kohnen explains. "Our research told us that one of the primary ways customers navigate a furniture store is by product, so we used pieces of furniture as beacons. In many cases we used towers to elevate the product, which adds visual interest in addition to providing category cues."

Display and shelving units also needed to be flexible enough to accommodate more than 100,000 constantly rotating products of different shapes and sizes. Blumkin points out that the process involved designing around open spaces with little walls or portable options. "I would say nothing is 'permanent,'" he adds. "With this project, we worked to create more modularity and flexibility within our fixtures." The signage packages, which will be rolled out to NFM's other locations, were also built with flexibility to allow for quick changes. "Being able to react quickly to change an environment is key to keeping our store fresh," Blumkin says.

Another important component in undertaking this ambitious store opening was staying true to the brand's roots. The company was founded by a Russian immigrant, Rose Blumkin, in the basement of her husband's shop in Omaha, and still remains a family-run business today. "Even though the name has 'Nebraska' in it, we wanted to bring that to Texas as the company introduces itself to a new market," says Kohnen, who used the heritage signage in the checkout area as an example of honoring the brand's history, and the inspiration towers and style beacons as a modern twist for shoppers living in a Pinterest world of "liking," clicking and buying.

While Nebraska and Texas always will uphold a famous football rivalry, Nebraska Furniture Mart is paying homage to its new home in Dallas. The store dedicates major space for special Texas-themed rooms in a nod to local culture, and in fun graphics that read sayings such as, "Enough dining room tables to seat the family of each UT freshman."

In this case, bigger really is better. 



Nebraska  
Furniture Mart

IMAGINE

DREAM

IMAGINE THE POSSIBILITIES



## PROJECT FILE

**Nebraska Furniture Mart**  
The Colony, Dallas

### RETAILER

Nebraska Furniture Mart

### DESIGN

Interbrand Design Forum

### ARCHITECT

Ken Hahn & Associates

### GENERAL CONTRACTOR

Turner Construction

### CERAMIC TILE

American Olean, Daltile,  
Florida Tile, Olympia Tile

### TERAZZO TILE

Fritz Tile

### CARPET

Shaw Contract Group

### METAL LAMINATE

Chemetal

### METAL

New York Metal, McNichols Co.

### PAINT

Benjamin Moore

### LAMINATE

Wilsonart, Formica

### SOLID SURFACE

Dupont

### WALLCOVERING

Maharam, SR Woods

### FIXTURES

Universal, Heartland Scenic  
Studio, Lozier

### EXTERIOR SIGNAGE

Chandler Signs

### INTERIOR SIGNS

DI/Fab, Heartland Scenic Studio

### LIGHTING

Prudential Lighting, Voigt  
Lighting, ConTech Lighting,  
Amerlux Lighting, Times Square  
Lighting, Liron, Indy Lighting,  
Lithonia Lighting, Shaper

### AUDIOVISUAL

Reflect Systems

### DIGITAL PRICE TAGS

Margin Mate, Pricer





Information in the project file is provided by the retailer and/or design firm.

# FIXTURE LEADERS

## LISTING

The 2015 Fixture Leaders Listing features the top vendors, suppliers and distributors in the store fixture industry. The listings, sorted by 2014 billings, include company contact information and a short list of products offered.

Methodology: All firms are listed by 2014 billings in the Fixture Leaders Listing. All financial information was supplied by the responding companies and has not been audited by *design:retail*, which is not responsible for inaccurate information.

COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED	COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED
<b>MORE THAN \$350 MILLION</b>			<b>\$300-\$349 MILLION</b>		
	Tracy Keith, Director of Marketing 6336 John J. Pershing Dr. Omaha, NE 68110 (402) 457-8000 (800) 228-9882 tracy.keith@lozier.com lozier.com 2014 Billings: More than \$350 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures, racks and hardware, fitting rooms, storage and backroom products		Lin Courtois, Senior Director Marketing & Communications 3451 Rider Trl. S, Ste. 400 Earth City, MO 63045 (314) 739-4120 lin.courtois@idxcorporation.com idxcorporation.com 2014 Billings: \$300-\$349 million	Cashwraps, custom, fixture components, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, wall/ puck systems, wood fixtures, freestanding, perimeter, backwraps, acrylic, glass, branded displays, kiosks, column enclosures, display tables, loose fixtures, décor and graphics
	David Dees, Director of Communications 181 W. Madison St., 26th Floor Chicago, IL 60602 (312) 372-9500 david.dees@marmon.com marmon.com 2014 Billings: More than \$350 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures, wire fixtures		LaGrande Till, COO 231 W. 29th St., Ste. 405 New York, NY 10001 (212) 643-9464 till@ganter-interior.com ganter-interior.com 2014 Billings: \$250-\$299 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, wood fixtures
<b>\$250-\$299 MILLION</b>					

COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED	COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED
 <p><b>MADIX INC.</b> <b>madix</b> INNOVATION ON DISPLAY</p>	<p>John Clontz, Director, Marketing and e-Business 500 Airport Rd. Terrell, TX 75160 (214) 515-5400 (800) 776-2349 jclontz@madixinc.com madixinc.com 2014 Billings: \$250-\$299 million</p>	<p>Custom, fixture components, gondolas, metal fixtures, showcases, slatwall, wall/ puck systems, wood fixtures</p>	 <p><b>RCS INNOVATIONS</b></p>	<p>Larry Laguardia, Director of Marketing and e-Commerce 7075 W. Parkland Ct. Milwaukee, WI 53223 (414) 354-6900 larry.laguardia@rcsretail.com rcsinnovations.com 2014 Billings: \$75-\$99 million</p>	<p>Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures</p>
<b>\$150-\$199 MILLION</b>					
 <p><b>FFR MERCHANDISING INC.</b></p>	<p>Paul Bloom, Vice President, Marketing 8181 Darrow Rd. Twinsburg, OH 44087 (330) 998-7800 (800) 422-2547 info@ffr.com ffr.com 2014 Billings: \$150-\$199 million</p>	<p>Custom, fixture components, metal fixtures, wood fixtures, merchandising systems, ceiling display systems, sign holders, literature holders, data strip label holders, loss prevention merchandising solutions, display construction</p>	 <p><b>SOUTHERN IMPERIAL INC.</b></p>	<p>Robb Northrup, Marketing Manager 1440 Edy Ave. Rockford, IL 61103 (815) 877-7041 (800) 747-4665 rnorthrup@ southernimperial.com southernimperial.com 2014 Billings: \$75-\$99 million</p>	<p>Custom, fixture components, metal fixtures, LED lighting, loss prevention products</p>
 <p><b>RPG</b></p>	<p>Bruce E. Teitelbaum, CEO 119 W. 57th St. New York, NY 10019 (212) 246-3780 bruceteitelbaum@rpg57.com rpg57.com 2014 Billings: \$150-\$199 million</p>	<p>Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, wood fixtures</p>	 <p><b>TRIAD MFG.</b></p>	<p>Bob Hardie, Principal 4321 Semple Ave. St. Louis, MO 63120 (314) 381-5280 info@triadmfg.com triadmfg.com 2014 Billings: \$75-\$99 million</p>	<p>Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures, solid surface fixtures</p>
<b>\$100-\$149 MILLION</b>					
 <p><b>PREMIER STORE FIXTURES</b></p>	<p>Glen Cacioppo, Executive Vice President 400 Oser Ave., Ste. 350 Hauppauge, NY 11788 (631) 236-4100 gcacioppo@ premierfixtures.com premierfixtures.com 2014 Billings: \$100-\$149 million</p>	<p>Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures, graphics, mannequins, carts</p>	 <p><b>UNIWEB INC.</b></p>	<p>Ron Mackert, Vice President 222 S. Promenade Ave. Corona, CA 92879 (951) 780-6394 (800) 486-4932 rmackert@uniwebinc.com uniwebinc.com 2014 Billings: \$75-\$99 million</p>	<p>Cashwraps, custom, fixture components, gondolas, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wood fixtures</p>
<b>\$75-\$99 MILLION</b>					
 <p><b>JPMA GLOBAL INC.</b></p>	<p>Jim Nelson, Director, Global Business Development 7335 Henri-Bourassa E Montreal, Quebec, Canada H1E 3T5 (201) 406-9501 (800) 992-1042 jim@jpmaglobal.com jpmaglobal.com 2014 Billings: \$75-\$99 million</p>	<p>Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures, acrylic</p>	 <p><b>VISPLAY INC. (A VISPLAY CO.)</b></p>	<p>Andy Hearle, Country Manager 7528 Walker Wy. Allentown, PA 18106 (610) 366-1658 visplay-usa@visplay.com visplay.com 2014 Billings: \$75-\$99 million</p>	<p>Fixture components, metal fixtures, wall/puck systems</p>

# 064 FIXTURE LEADERS LISTING

COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED	COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED
<b>\$50-\$74 MILLION</b>					
<b>ARTITALIA GROUP</b> 	Enzo Vardaro, Vice President of Sales 11755 Rodolphe Forget Montreal, Quebec, Canada H1E 7J8 (514) 643-0114 (800) 644-7595 enzo@artitalia.ca artitalia.ca 2014 Billings: \$50-74 million	Cashwraps, custom, fixture components, gondolas, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures	<b>HARBOR INDUSTRIES INC.</b>	Walter Miranda, Executive Vice President, Sales 14130 172nd Ave. Grand Haven, MI 49417 (616) 842-5330 (800) 968-6993 info@harborind.com harborind.com 2014 Billings: \$50-\$74 million	Custom, interactive fixtures, MDF/composite board fixtures, metal fixtures, wood fixtures
<b>CANADA'S BEST STORE FIXTURES INC.</b> 	Bud Morris, President 170 Sharer Rd. Woodbridge, Ontario, Canada L4L 8P4 (905) 264-0917 (855) 949-2273 sales@canadasbeststorefixtures.com canadasbeststorefixtures.com 2014 Billings: \$50-\$74 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures, security systems, merchandising accessories	<b>IRSG, A DIVISION OF PIPP MOBILE STORAGE SYSTEMS INC.</b> 	Bill Tower, IRSG Director of Sales 1383 Hamilton Pkwy. Itasca, IL 60143 (800) 822-4264 sales@irsg.com irsg.com 2014 Billings: \$50-\$74 million	Custom, fixture components, hanger management fixtures, processing carts, rolling racks, MPOS tables, processing tables, tag sorter, wire products
<b>COLONY DISPLAY</b> 	Joseph Roginski, Vice President Sales and Marketing 2531 Technology Dr., Ste. 314 Elgin, IL 60124 (847) 426-5300 (800) 426-5300 jroginski@colonydisplay.com colonydisplay.com 2014 Billings: \$50-\$74 million	Cashwraps, custom, fixture components, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures, Zwest modular fixtures	<b>PIPP MOBILE STORAGE SYSTEMS INC.</b> 	John Ritter, Director of Sales 2966 Wilson Dr. NW Walker, MI 49534 (616) 735-9100 (800) 234-7477 sales@pippmobile.com pippmobile.com 2014 Billings: \$50-\$74 million	Custom, fixture components, backroom fixtures and accessories
<b>EQUIPEMENT BONI</b>	Ghislain Lehoux, Sales Manager 1299 Marie Victorin St-Bruno, Quebec, Canada J0H 1S0 (450) 653-1299 (888) 224-2664 glehoux@equipementboni.com equipementboni.com 2014 Billings: \$50-\$74 million	Custom, fixture components, gondolas, metal fixtures, showcases, slatwall, wood fixtures	<b>SPARKS CUSTOM RETAIL</b> 	Matthew Wood, President 2828 Charter Rd. Philadelphia, PA 19154 (215) 602-8100 (800) 925-7727 mwood@sparksonline.com sparksretail.com 2014 Billings: \$50-\$74 million	Cashwraps, custom, MDF/composite board fixtures, metal fixtures, wood fixtures, acrylic, mirrored, glass
<b>FLEETWOOD</b> 	Kallee Grube, Director of Sales 225 Peach St. Leesport, PA 19533 (610) 916-9999 info@fleetwoodfixtures.com fleetwoodfixtures.com 2014 Billings: \$50-74 million	Cashwraps, custom, fixture components, gondolas, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures	<b>STOR, S. DE CV</b> 	Berenice Cortés Bosques de Ciruelos 304 - 6 Bosques de las Lomas C.P. Mexico, D.F., Mexico 11700 +52 (55) 5251 6918 bcortes@stor.com.mx stor.com.mx 2014 Billings: \$50-\$74 million	Cashwraps, custom, gondolas, MDF/composite board fixtures, metal fixtures, showcases, wood fixtures

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# 066 FIXTURE LEADERS LISTING

COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED	COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED
<b>TENSATOR</b>	David Cohen, National Sales Manager 260 Spur Dr. S Bay Shore, NY 11706 (800) 441-0019 sales@tensator.com tensatogroup.com 2014 Billings: \$50-\$74 million	Fixture components, MDF/ composite board fixtures, slatwall, wood fixtures	<b>BERNARD GROUP, THE</b>	Bob Spilane, Sales Director 102 Jonathan Blvd. N Chaska, MN 55318 (952) 934-1900 bob.spilane@ thebernardgroup.com thebernardgroup.com 2014 Billings: \$25-\$49 million	Custom, fixture components, gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, acrylic
<b>TRION INDUSTRIES INC.</b> 	Brad Cox, Director of Sales and Marketing 297 Laird St. Wilkes-Barre, PA 18702 (570) 824-1000 (800) 444-4665 bcoc@triononline.com triononline.com 2014 Billings: \$50-74 million	Fixture components, metal fixtures, display/scan hooks, shelf edge label systems, shelf management systems, dividers and auto feed, cooler merchandising systems, anti-theft hardware, bar merchandise systems	<b>BODEN ALEXANDER</b> 	Dan Dunn, President 5335 N.E. 109th Ave. Portland, OR 97220 (503) 252-4728 ddunn@bodenalexander.com bodenalexander.com 2014 Billings: \$25-\$49 million	Cashwraps, custom, fixture components, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, wood fixtures
<b>\$25-\$49 MILLION</b>					
<b>ACRYLIC DESIGN ASSOCIATES</b> 	Bill McNeely, President 6050 Nathan Ln. N Minneapolis, MN 55442 (763) 559-8395 (800) 445-2167 bmcneely@acrylicdesign.com acrylicdesign.com 2014 Billings: \$25-\$49 million	Custom, fixture components, interactive fixtures, metal fixtures, slatwall, wood fixtures, full in-house print services, LED Edgelighting product line, Finline LED frame, Finline SEG LED frame	<b>CAP AND ASSOCIATES</b>	Randy Griffith, Vice President of Business Development 445 McCormick Blvd. Columbus, OH 43213 (614) 900-6360 rgriffith@cap-associates.com cap-associates.com 2014 Billings: \$25-\$49 million	Cashwraps, custom, fixture components, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wood fixtures
<b>ALU INC.</b>	Brittany McAndrew, PR & Communications Associate 50 Greene St., 3rd Floor New York, NY 10013 (212) 574-5983 brittany.mcandrew@alu.com alu.com 2014 Billings: \$25-\$49 million	Cashwraps, custom, fixture components, gondolas, MDF/ composite board fixtures, metal fixtures, slatwall, wall/ puck systems, wood fixtures	<b>CARLSON CO. INC. OF MADISON, THE</b>	Karen Kentrell, Senior Vice President Business Development 2305 Daniels St. Madison, WI 53718 (608) 222-4540 kkentrell@carlsonco.com carlsonco.com 2014 Billings: \$25-\$49 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures, perimeter fixtures
<b>B&amp;N INDUSTRIES INC.</b> 	Annette Garcia, PR & Marketing Manager 1409 Chapin Ave., 2nd Floor Burlingame, CA 94010 (650) 393-2328 (800) 350-4127 agarcia@bnind.com bnind.com 2014 Billings: \$25-\$49 million	Cashwraps, custom, fixture components, gondolas, metal fixtures, showcases, wall/ puck systems, wood fixtures, architectural panels and wall systems	<b>CARLSON GROUP, THE</b> 	Mark Adams, COO 350 E. 22nd St. Lombard, IL 60148 (630) 613-5000 (800) 670-7565 mark.adams@ carlsongroupinc.com carlsongroupinc.com 2014 Billings: \$25-\$49 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures

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# 068 FIXTURE LEADERS LISTING

COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED	COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED
 <b>CDW MERCHANTS</b>	Courtney Wright, President and Founder 6955 N. Hamlin Ave. Lincolnwood, IL 60712 (847) 733-1469 (855) 236-7036 info@cdwmerchants.com cdwmerchants.com 2014 Billings: \$25-\$49 million	Custom, fixture components, MDF/composite board fixtures, metal fixtures, wood fixtures	 <b>ECONOCO CORP.</b>	Barry Rosenberg, CEO 300 Karin Ln. Hicksville, NY 11801 (516) 935-7700 (800) 645-7032 sales@econoco.com econoco.com 2014 Billings: \$25-\$49 million	Cashwraps, custom, fixture components, gondolas, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures
 <b>CONCORD STORE FIXTURE GROUP</b>	Sales Department, 60 Citation Dr. Concord, Ontario, Canada L4K 2W9 (905) 738-2127 (866) 938-9457 info@concordstore fixturegroup.com concordstorefixturegroup.com 2014 Billings: \$25-\$49 million	Cashwraps, custom, fixture components, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wood fixtures	 <b>GLOBAL VISUAL GROUP: ALMAX LIFESTYLE  TRIMCO VIAGGIO</b>	Ken Stolls, President 152 W. 25th St., Ground Floor New York, NY 10001 (212) 627-2809 kstolls@globalvisualgroup.com globalvisualgroup.com 2014 Billings: \$25-\$49 million	Custom, fixture components, Interactive fixtures, metal fixtures, wood fixtures
 <b>DESIGN PHASE INC.</b>	Mike Eckert, President 1771 S. Lakeside Dr. Waukegan, IL 60085 (847) 473-0077 meckert@dphase.com dphase.com 2014 Billings: \$25-\$49 million	Custom, interactive fixtures	 <b>GOEBEL FIXTURE CO. GOEBEL FIXTURE CORPORATION</b>	Matthew J. Field, President and CEO 528 Dale St. Hutchinson, MN 55350 (320) 587-2112 mfield@gf.com gf.com 2014 Billings: \$25-\$49 million	Cashwraps, custom, fixture components, metal fixtures, showcases, wood fixtures
 <b>DGS RETAIL</b>	Jon Nedland, Vice President, Sales and Marketing 60 Maple St., Bldg. 100 Mansfield, MA 02048 (847) 350-3028 jonedland@dgsretail.com dgsretail.com 2014 Billings: \$25-\$49 million	Custom, fixture components, metal fixtures, wood fixtures, store décor, custom retail and stock signage	 <b>GRAND + BENEDICTS</b>	John Krauss, Director of Sales 6140 S.W. Macadam Ave. Portland, OR 97239 (503) 232-1988 (800) 547-7005 corporatesales@ grand-benedicts.com gbcustomfixtures.com 2014 Billings: \$25-\$49 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures, acrylic and glass fixtures
 <b>DISPLAYS BY JACK</b> DISPLAYS <i>By Jack</i> Inspiring Displays	Ken Lin, Sales Manager 12930-12950 Alondra Blvd. Cerritos, CA 90703 (562) 802-0888 (855) 325-3477 salesddi@displaysbyjack.com displaysbyjack.com 2014 Billings: \$25-\$49 million	Custom, fixture components, gondolas, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/ puck systems, wood fixtures	 <b>HIGH COUNTRY</b>	Paul Osgood, Account Executive 4076 Specialty Pl. Longmont, CO 80504 (303) 532-2222 info@highcountrymill.com highcountrymill.com 2014 Billings: \$25-\$49 million	Cashwraps, custom, fixture components, interactive fixtures, metal fixtures, showcases, wood fixtures, luxury, cosmetics

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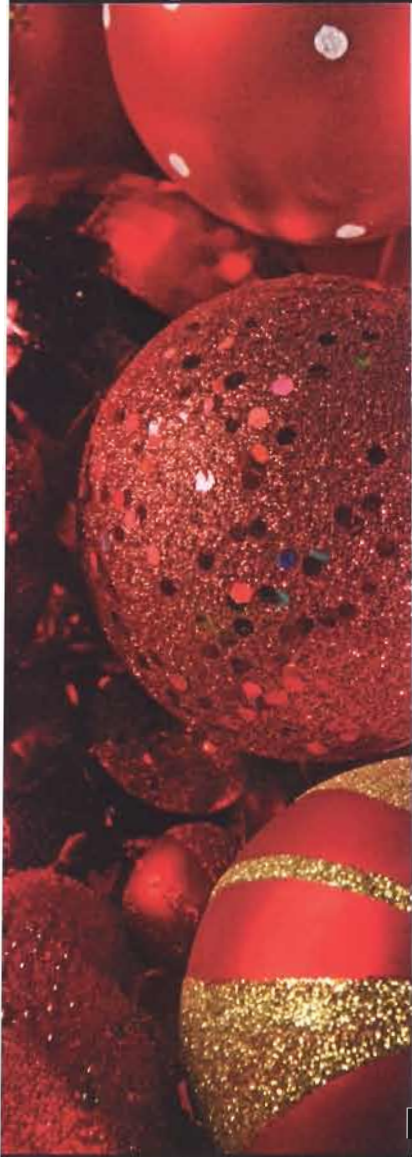
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# 070 FIXTURE LEADERS LISTING

COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED	COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED
 <p><b>IMG - INTERIOR MFG. GROUP INC.</b></p>	<p>Michael Scafetta, Vice President/Co-Owner 974 Lakeshore Rd. E Mississauga, Ontario, Canada L5E 1E4 (905) 278-9510 mscafetta@imgmfg.com imgmfg.com 2014 Billings: \$25-\$49 million</p>	<p>Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures</p>	 <p><b>PROCESS RETAIL GROUP INC.</b></p>	<p>Robin Jimerson, Vice President, Sales and Marketing 5800 S. Moorland Rd. New Berlin, WI 53151 (262) 782-3600 rjimerson@ processretailgroup.com processretailgroup.com 2014 Billings: \$25-\$49 million</p>	<p>Cashwraps, custom, fixture components, interactive fixtures, MDF/composite board fixtures, wood fixtures</p>
 <p><b>KDM POP SOLUTIONS GROUP</b></p>	<p>Maureen Gumbert, Marketing Manager 10450 N. Medallion Dr. Cincinnati, OH 45241 (513) 769-3500 (800) 867-6764 m.gumbert@kdmppop.com kdmppop.com 2014 Billings: \$25-\$49 million</p>	<p>Cashwraps, custom, interactive fixtures, MDF/composite board fixtures, showcases, wood fixtures</p>	 <p><b>REDMAN CORP.</b></p>	<p>Jason Lu, Chairman &amp; CEO 9999 Jingang Ave. Zhangjiagang, Jiangsu, China 215618 86 512 5816 58999 info@redman.cn redmandisplay.com 2014 Billings: \$25-\$49 million</p>	<p>Custom, fixture components, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wood fixtures</p>
 <p><b>OPTO INTERNATIONAL INC.</b></p>	<p>Luis A. Rosado, Marketing Manager 1325 N. Mittel Blvd. Wood Dale, IL 60191 (847) 541-6786 (800) 248-6786 lrosado@optosystem.com optosystem.com 2014 Billings: \$25-\$49 million</p>	<p>Cashwraps, custom, fixture components, gondolas, metal fixtures, wood fixtures</p>	 <p><b>REEVE STORE EQUIPMENT CO.</b></p>	<p>Robert Reeve Frackelton, COO 9131 Bermudez St. Pico Rivera, CA 90660 (562) 949-2535 (800) 927-3383 robertfrackelton@reeveco.com reeveco.com 2014 Billings: \$25-\$49 million</p>	<p>Custom, fixture components, gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, slatwall, wall/puck systems</p>
 <p><b>PACIFIC NORTHERN INC.</b></p>	<p>Johnathan Sanders, Vice President, Creative &amp; Business Development 3116 Belmeade Dr. Carrollton, TX 75006 (972) 512-9000 (888) 888-5868 sales@pacificnorthern.com pacificnorthern.com 2014 Billings: \$25-\$49 million</p>	<p>Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wood fixtures, acrylic, mirrored and glass fixtures, jewelry, watch and optical displays</p>	 <p><b>SEVEN CONTINENTS</b></p>	<p>Bess Liscio, Vice President, Creative 945 Wilson Ave., No. 1 Toronto, Ontario, Canada M3K 1E8 (416) 784-3717 (800) 388-4826 bess@sevencontinents.com sevencontinents.com 2014 Billings: \$25-\$49 million</p>	<p>Custom, fixture components, interactive fixtures, MDF/composite board fixtures, metal fixtures, wall/puck systems, wood fixtures, forged/cast, brass and aluminum fixtures</p>
 <p><b>PIN INC.</b></p>	<p>Jeff Pray, President/CEO 9015 Sterling St. Irving, TX 75063 (972) 621-1200 (800) 647-6746 jpray@pin.com pin.com 2014 Billings: \$25-\$49 million</p>	<p>Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures, consolidation</p>	 <p><b>SHOWBEST FIXTURE CORP.</b></p>	<p>Jim Schubert, President 4112 Sarellen Rd. Henrico, VA 23231 (804) 222-5535 info@showbest.com showbest.com 2014 Billings: \$25-\$49 million</p>	<p>Cashwraps, custom, gondolas, MDF/composite board fixtures, showcases, slatwall, wood fixtures</p>

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# 072 FIXTURE LEADERS LISTING

COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED	COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED
 <p><b>STYLMARK INC.</b></p>	<p>Carrie Harvey, Senior Marketing Specialist 6536 Main St. NE, P.O. Box 32008 Minneapolis, MN 55432 (763) 574-7474 (800) 328-2495 info@stylmark.com stylmark.com 2014 Billings: \$25-\$49 million</p>	<p>Custom, fixture components, gondolas, metal fixtures, showcases, LED light boxes, fitting room mirrors, fitting room systems</p>	 <p><b>WILSON DISPLAY</b></p>	<p>Elizabeth Wilson, Vice President, Account Management 1645 Aimco Blvd. Mississauga, Ontario, Canada L4W 1H8 (905) 625-9200 (800) 388-8357 elizabeth.wilson@ wilsondisplay.com wilsondisplay.com 2014 Billings: \$25-\$49 million</p>	<p>Cashwraps, custom, fixture components, gondolas, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wood fixtures, pharmacy, mixed material, installation</p>
 <p><b>T.C. MILLWORK INC.</b></p>	<p>Jeffrey Kubach, Creative Director 3433 Marshall Ln. Bensalem, PA 19020 (215) 245-4720 sales@tcmillwork.com tcmillwork.com 2014 Billings: \$25-\$49 million</p>	<p>Cashwraps, custom, fixture components/accessories, gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/ puck systems, wood fixtures, Smartwall LED lit shelving</p>	 <p><b>WISCONSIN BUILT</b></p>	<p>Dan Petersen, President 400 Interpane Ln. Deerfield, WI 53531 (608) 764-8661 (877) 928-4589 danpete@wisconsin-built.com wisconsin-built.com 2014 Billings: \$25-\$49 million</p>	<p>Cashwraps, custom, MDF/ composite board fixtures, showcases, wood fixtures, upholstery, solid surface</p>
<b>\$15-\$24 MILLION</b>					
 <p><b>TJ HALE CO.</b></p>	<p>Bob Rosean, CEO P.O. Box 250 Mequon, IL 53051 (262) 255-5555 bob_r@tjhale.com tjhale.com 2014 Billings: \$25-\$49 million</p>	<p>Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures</p>	 <p><b>555 INTERNATIONAL INC.</b></p>	<p>James Geier, President 4501 S. Western Blvd. Chicago, IL 60609 (773) 869-0555 info@555.com 555.com 2014 Billings: \$15-\$24 million</p>	<p>Cashwraps, custom, fixture components, MDF/composite board fixtures, metal fixtures, showcases, wall/ puck systems, wood fixtures, custom lighting, signage and artistic</p>
 <p><b>VASWANI INC.</b></p>	<p>Vinay Vaswani, CEO 75 Carter Dr. Edison, NJ 08817 (877) 376-4425 info@vaswaniinc.com vaswaniinc.com 2014 Billings: \$25-\$49 million</p>	<p>Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures, furniture, rugs</p>	 <p><b>ACCEL GROUP INC.</b></p>	<p>Phil Wright, Director, Sales and Design 325 Quadral Dr. Wadsworth, OH 44281 (330) 336-0317 (800) 747-0317 philw@accelgrp.com accelgrp.com 2014 Billings: \$15-\$24 million</p>	<p>Cashwraps, custom, fixture components, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/ puck systems, wood fixtures, POP displays, domestic and/ or import, seating/benches, mirrors, fitting rooms, shelving</p>
 <p><b>VIRA INSIGHT LLC</b></p>	<p>Nick Farinola, President 1 Buckingham Ave. Perth Amboy, NJ 08861 (732) 771-8277 (800) 305-8472 nfarinola@virainsight.com virainsight.net 2014 Billings: \$25-\$49 million</p>	<p>Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures, kiosk, medical carts, digital signage</p>	 <p><b>ANGOLA WIRE PRODUCTS INC.</b></p>	<p>Roy Abriani, Retail/POP Sales Manager 803 Wohlert St. Angola, IN 46703 (260) 665-9447 (800) 800-7225 info@angolawire.com angolawire.com 2014 Billings: \$15-\$24 million</p>	<p>Custom, fixture components, metal fixtures</p>

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# 074 FIXTURE LEADERS LISTING

COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED	COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED
<b>BEARWOOD CONCEPTS INC.</b>	Kevin Heavener, Sales & Marketing Director 6202 E. 30th St. N Tulsa, OK 74115 (918) 933-6600 kevinheavener@ bearwoodconcepts.com bearwoodconcepts.com 2014 Billings: \$15-\$24 million	Cashwraps, custom, fixture components, gondolas, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures	<b>H+B</b>	James C. Maharg, President 174 Hudson St. New York, NY 10013 (646) 613-6901 info@hudsonandbroad.com hudsonandbroad.com 2014 Billings: \$15-\$24 million	Custom, fixture components, metal fixtures, tension poles, signage, lightboxes
<b>BISHOP FIXTURE &amp; MILLWORK INC.</b>  	M.K. Nelson, Director, Sales & Marketing 101 Eagle Dr. Balsam Lake, WI 54810 (715) 485-9312 (800) 841-1284 mknelson@bishopfixtures.com bishopfixtures.com 2014 Billings: \$15-\$24 million	Cashwraps, custom, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, wood fixtures, kiosks	<b>LUX DESIGN &amp; CONSTRUCTION LTD.</b>	Jocelyn Feliciano, Business Development Manager P.O. Box 158806 Nashville, TN 37215 (615) 601-7323 (877) 589-9888 jfeliciano@lux.com.hk lux.com.hk 2014 Billings: \$15-\$24 million	Cashwraps, custom, gondolas, MDF/composite board fixtures, metal fixtures, showcases, wood fixtures
<b>CHANDLER INC.</b>  	Libby Shea Hurley, Sales and Marketing Manager 13523 Hudson Rd. S Afton, MN 55001 (651) 389-5900 (888) 286-2613 lhurley@chandlerinc.com chandlerinc.com 2014 Billings: \$15-\$24 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures	<b>MOCK WOODWORKING CO.</b>	Doug Mock, President 4400 W. Pike Zanesville, OH 43701 (740) 452-2701 doug@mockwoodworking.com mockwoodworking.com 2014 Billings: \$15-\$24 million	Cashwraps, custom, fixture components, gondolas, MDF/ composite board fixtures, showcases, slatwall, wood fixtures
<b>CLIP STRIP CORP.</b>  	John Spitaletta, Chief Business Officer 343 S. River St. Hackensack, NJ 07601 (201) 342-9155 (800) 425-4778 john@clipstrip.com clipstrip.com 2014 Billings: \$15-\$24 million	Custom, fixture components, gondolas, metal fixtures, slatwall, sign holders, merchandising strips, literature holders, display hooks, shelf dividers, hang tabs	<b>PRIME RETAIL SERVICES INC.</b>  	Donald Bloom, President and CEO 3617 Southland Dr., Ste. A Flowery Branch, GA 30542 (770) 297-0480 (866) 504-3511 dbloom@ primeretailservices.com primeretailservices.com 2014 Billings: \$15-\$24 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures
<b>F.C. DADSON</b>	Larry Myer, Vice President, Business Development N1043 Craftsmen Dr. Greenville, WI 54942 (920) 757-1486 (800) 728-0338 larrym@fcdadson.com fcdadson.com 2014 Billings: \$15-\$24 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures	<b>ROSS DISPLAY &amp; CONSTRUCTION</b>  	Barry Leach, Vice President, Sales & Marketing 3419 First Ave. S Seattle, WA 98034 (206) 622-3300 info@rossdisplay.com rossdisplay.com 2014 Billings: \$15-\$24 million	Cashwraps, custom, fixture components, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wood fixtures

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# 076 FIXTURE LEADERS LISTING

COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED	COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED
<b>SE-KURE CONTROLS INC.</b>	John Mangiarneli, Vice President Business Development 3714 Runge St. Franklin Park, IL 60131 (847) 288-1111 (800) 250-9260 info@se-kure.com se-kure.com 2014 Billings: \$15-\$24 million	Fixture components, anti-theft security systems	<b>WALLS+FORMS</b> 	Dan South, President 204 Airline Dr., Ste. 200 Coppell, TX 75019 (972) 745-0800 info@wallsforms.com wallsforms.com 2014 Billings: \$15-\$24 million	Cashwraps, fixture components, gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures, signware, modular wall, T2-video wall, feature displays
<b>SPC RETAIL DISPLAY GROUP</b> 	Ty Van Cuick, Customer and Sales Support Manager 13975 Monte Vista Ave. Chino, CA 91710 (909) 993-9111 (800) 742-8585 tvancuick@spcdisplays.com spcretaildisplaygroup.com 2014 Billings: \$15-\$24 million	Custom, fixture components, MDF/composite board fixtures, metal fixtures, wood fixtures, injection molded plastics, extrusions, acrylics, graphics	<b>WARNER BOX AND DISPLAY CO.</b>	Deborah Galie, Vice President 1002 S.W. Ard St. Lawton, OK 73505 (580) 536-8885 (800) 343-1913 dgalie@warnerusa.com warnerusa.com 2014 Billings: \$15-\$24 million	In-case jewelry fitments, accessory risers and components, specialty and custom displays, custom and stock packaging
<b>VDI INC.</b>	Trish Welsh, Vice President of Operations and Design 6402 Deere Rd. Syracuse, NY 13206 (315) 463-1337 trish@vdiinc.com vdiinc.com 2014 Billings: \$15-\$24 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures	<b>\$10-\$14 MILLION</b> <b>ADVANCED CABINET SYSTEMS (ACS)</b>	Philip Bowers, President 1629 S. Joaquin Dr. Marion, IN 46952 (765) 677-8000 pbowers@jgbowers.com advancedcabinetsystems.com 2014 Billings: \$10-\$14 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/composite board fixtures, showcases, slatwall, wall/puck systems
<b>VIC STORE FIXTURES INC.</b>	Domyinique Canin, Vice President, Research and Development 1440 rue Notre-Dame Ouest Victoriaville, Quebec, Canada G6P 7L7 (819) 758-0626 (888) 758-0626 info@vicstore.com vicstore.com 2014 Billings: \$15-\$24 million	Cashwraps, custom, fixture components, gondolas, metal fixtures, showcases, slatwall, wood fixtures	<b>AMKO DISPLAYS</b>	Eric Um, General Manager 7 Purcell Ct. Moonachie, NJ 07074 (201) 460-7199 (800) 503-7199 eric@amkodisplays.com amkodisplays.com 2014 Billings: \$10-\$14 million	Cashwraps, custom, fixture components, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wood fixtures, LED lightboxes and panels
<b>VISUAL CITI</b> <b>VISUAL CITI</b>	Cynthia Hirsch, Marketing & Graphics Manager 305 Henry St. Lindenhurst, NY 11757 (631) 482-3030 info@visualciti.com visualciti.com 2014 Billings: \$15-\$24 million	Cashwraps, custom, fixture components, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wood fixtures	<b>AMUNEAL MFG. CORP.</b>	Adam Kamens, CEO 4737 Darrah St. Philadelphia, PA 19124 (215) 535-3000 (800) 755-9843 info@amuneal.com amuneal.com 2014 Billings: \$10-\$14 million	Cashwraps, custom, metal fixtures, showcases, wall/puck systems

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# 078 FIXTURE LEADERS LISTING

COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED	COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED
	<p>Mark Bernhard, President 3670 Woodhead Dr. Northbrook, IL 60062 (847) 291-1040 mbernhard@bernhardwoodwok.com bernhardwoodwork.com 2014 Billings: \$10-\$14 million</p>	<p>Cashwraps, custom, gondolas, showcases, wood fixtures, architectural woodwork, perimeter fixtures</p>		<p>Keith Wright 5340 Six Mile Ct. NW Comstock Park, MI 49321 (800) 948-2736 keith@magawall.com megawall.com 2014 Billings: \$10-\$14 million</p>	<p>Cashwraps, custom, fixture components, gondolas, metal fixtures, slatwall, wood fixtures</p>
	<p>Roger Friedman, CEO 151 W. 25th St. New York, NY 10001 (212) 337-9578 roger@bernsteindisplay.com bernsteindisplay.com 2014 Billings: \$10-\$14 million</p>	<p>Custom, fixture components, gondolas, metal fixtures, wood fixtures</p>		<p>John H. Koch, President 225 Seven Farms Dr., Ste. 205 Charleston, SC 29492 (817) 222-0633 john.koch@merchantsinternational.com merchantsinternational.com 2014 Billings: \$10-\$14 million</p>	<p>Custom, fixture components, gondolas, MDF/composite board fixtures, metal fixtures, wall/puck systems, wood fixtures, furniture, lighting, décor, POP</p>
	<p>Connie Macias, Sales Manager 16961 Central Ave. Carson, CA 90746 (310) 537-5000 (800) 327-3723 cmacias@dsaphototech.com lightboxes.com 2014 Billings: \$10-\$14 million</p>	<p>Custom, lightboxes</p>		<p>Pat Kirkpatrick, Director of Business Development 72 Northwest Dr. Plainville, CT 06062 (860) 677-7371 pk@modernwoodcrafts.com modernwoodcrafts.com 2014 Billings: \$10-\$14 million</p>	<p>Cashwraps, custom, metal fixtures, showcases, wood fixtures, perimeter fixtures</p>
	<p>Peter Mack, President 5500 Technology Park Blvd. Auburn, NY 13021 (315) 252-7542 peter@mackstudios.com mackstudios.com 2014 Billings: \$10-\$14 million</p>	<p>Custom, fixture components, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, wood fixtures, complete, metal environments</p>		<p>Jeff Hastings, CMO 35 Congress St. Salem, MA 01970 (978) 219-8108 (800) 631-9707 jhastings@rosedisplays.com rosedisplays.com 2014 Billings: \$10-\$14 million</p>	<p>Custom, fixture components, interactive fixtures, signage systems, LED lightboxes, interactive kiosks, tablet docks</p>
	<p>Lee Wilson, Regional Manager 1760 Birchmount Rd. Toronto, Ontario, Canada M1P 2H7 (416) 291-7111 lee@mccowan.ca mccowan.ca 2014 Billings: \$10-\$14 million</p>	<p>Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, slatwall, wall/puck systems</p>		<p>Adrian Mobilia, Director of Sales 12069 E. Main Rd., P.O. Box 70 North East, PA 16428 (814) 725-8637 amoblia@wireweld.com wireweld.com 2014 Billings: \$10-\$14 million</p>	<p>Custom, fixture components, metal fixtures, slatwall</p>

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COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED	COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED
<b>\$7-\$9 MILLION</b>			<b>TEMEKA GROUP</b>		
<b>DANA INDUSTRIES INC.</b>	Roojot Singh, Marketing Manager 109 Woodbine Downs Blvd., Unit 1 Toronto, Ontario, Canada M9W 6Y1 (416) 798-0880 (888) 998-0880 rsingh@danaindustries.ca danaindustries.com 2014 Billings: \$7-\$9 million	Custom, fixture components, shelf signage, POP products, clear and printed packaging		Paul Nieboer, Principal 9073 Pulsar Ct. Corona, CA 92883 (951) 277-2525 paul@temekagroup.com temekagroup.com 2014 Billings: \$7-\$9 million	Cashwraps, custom gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, team store fixtures, museum cases, jewelry store cases, import, graphics signs
<b>ELEVATIONS INC.</b>	Rachel Donahoe, Customer Service Director 426 Littlefield Ave. South San Francisco, CA 94080 (650) 588-9115 info@elevations.com elevations.com 2014 Billings: \$7-\$9 million	Cashwraps, custom, fixture components, MDF/composite board fixtures, metal fixtures, showcases, wood fixtures	<b>WIND MILL SLATWALL PRODUCTS</b>	Joan Kersten, Marketing Manager 200 Balsam Rd. Sheboygan Falls, WI 53085 (920) 467-9305 (800) 548-7528 joan@windmillslatwall.com windmillslatwall.com 2014 Billings: \$7-\$9 million	Custom, fixture components, gondolas, MDF/composite board fixtures, slatwall wall/puck systems, wood fixtures, anchor core
<b>FERMOS MFG. INC.</b>	Sanjiv Marwaha, President 4289 Majeau St. Montreal, Quebec, Canada H1H 2V7 (514) 327-7201 (888) 327-7201 sanjiv@fermos.com fermos.com 2014 Billings: \$7-\$9 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures	<b>ALLEGHENY STORE FIXTURES INC.</b>	Darcy DiFazio, CEO 57 Holley Ave. Bradford, PA 16701 (814) 362-6805 info@allstorefix.com allstorefix.com 2014 Billings: \$5-\$6 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures, perimeter metal racks
<b>PFI DISPLAYS INC.</b> <b>PFI displays, Inc.</b> <i>There is a difference</i>	Vincent Tricomi, Vice President, Business Management 40 Industrial St. Rittman, OH 44270 (330) 925-9015 mwellert@pfidisplays.com pfidisplays.com 2014 Billings: \$7-\$9 million	Cashwraps, custom, fixture components, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, wood fixtures, plastic	<b>COMMERCIAL DÉCOR GROUP</b>	Margaret Cazedessus, Business Development 920 Mendocino Ave. Santa Rosa, CA 95401 (707) 526-5794 (800) 844-7040 margaret@commercialdecorgroup.com commercialdecorgroup.com 2014 Billings: \$5-\$6 million	Skilled carpenters to install fixtures and millwork in single and multi-store locations from bidding, logistics, management to project close followed with proper documentation
<b>RICH LTD.</b>	Kelly Burt, Vice President, Sales 3809 Ocean Ranch Blvd., Ste. 110 Oceanside, CA 92056 (760) 722-2300 (800) 325-5538 kburt@richltd.com richltd.com 2014 Billings: \$7-\$9 million	Cashwraps, custom, fixture components, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures	<b>MATTEC SRL</b>	Francesco Minchio, Sales and Marketing Director Viale Dell'industria 28 Badia Calavena, Italy 37030 +39 045 6511811 francesco@mattec.it mattec.it 2014 Billings: \$5-\$6 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures
			<b>NICONAT MFG.</b>  NICONAT Los Angeles	Vincent V., President 2624 Yates Ave. Commerce, CA 90040 (323) 721-1900 vincentv@niconatmfg.com niconatmfg.com 2014 Billings: \$5-\$6 million	Custom, fixture components, metal fixtures, showcases, wood fixtures, custom high-end metal fixtures

# 080 FIXTURE LEADERS LISTING

COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED	COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED
<b>RESOURCE INTEGRATED LTD.</b>	Edward Rajewski, Director, Strategy & Relationships 100 Leek Cres., Unit 4 Richmond Hill, Ontario, Canada L4B 3E6 (905) 771-3773 edward@ri007.ca ri007.ca 2014 Billings: \$5-\$6 million	Custom, fixture components, gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/ puck systems, wood fixtures	<b>MAINE BARREL &amp; DISPLAY (DBA THE MAINE BUCKET CO.)</b>	Diane Tortorich, Sales & Marketing Manager P.O. Box 1908 Lewiston, ME 04241 (207) 784-6700 (800) 231-7072 sales@mainebucket.com mainebucket.com 2014 Billings: \$3-\$4 million	Custom, fixture components, wood fixtures, display barrels, crates
<b>\$3-\$4 MILLION</b>					
<b>CUBIC VISUAL SYSTEMS - USA LLC</b>	Scott Parizek, Principal 5612 W. Country Rd. 42 Burnsville, MN 55337 (763) 746-8166 (888) 445-4876 s.parizek@cubic-us.com cubic.co 2014 Billings: \$3-\$4 million	Custom, fixture components, gondolas, MDF/composite board fixtures, metal fixtures, slatwall, wall/puck systems	<b>SO SHOWCASES</b>	Neal Claassen, President 1190 Ringwell Dr. Newmarket, Ontario, Canada L3Y 8V9 (905) 895-3232 (800) 565-3306 marketing@soshowcases.com soshowcases.com 2014 Billings: \$3-\$4 million	Cashwraps, custom, showcases
<b>DYNAMIC STORE FIXTURES</b>	Chris Gram, Vice President, Operations 180 Vinyl Ct. Woodbridge, Ontario, Canada L4L 4A3 (905) 851-6528 info@dynamicssf.com dynamicssf.com 2014 Billings: \$3-\$4 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, wood fixtures, digital signage on device services, interactive digital signage services	<b>CONSORT DISPLAY GROUP</b>	Kathleen Barkley, Abstracta Sales Rep. 2129 Portage St. Kalamazoo, MI 49001 (800) 525-6424 sales@consort.com consort.com 2014 Billings: Less than \$3 million	Fixture components, interactive fixtures, metal fixtures, showcases
<b>HOLIDAY FOLIAGE INC.</b>	Juanita Keller, Vice President of Sales 2592 Otay Center Dr. San Diego, CA 92154 (619) 661-9094 jkeller@holidayfoliage.com holidayfoliage.com 2014 Billings: \$3-\$4 million	Custom, metal fixtures, wood fixtures	<b>DAKOTA SYSTEMS MFG. CORP.</b>  <b>DAKOTA systems</b> MANUFACTURING CORPORATION	Edward Owsinski, President 345 Eastern Pkwy. Farmingdale, NY 11735 (631) 249-5811 (877) 932-5682 info@dakotamfg.com dakotamfg.com 2014 Billings: Less than \$3 million	Cashwraps, custom, fixture components, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/ puck systems, wood fixtures, Dakota wall recessed standard system, Dakota fit fitting room systems
<b>KRAEMER WOODCRAFT LTD.</b>	Terry Kraemer, President 11 Henry St. W, P.O. Box 510 St. Jacobs, Ontario, Canada N0B 2N0 (519) 664-2221 info@kraemerwoodcraft.com kraemerwoodcraft.com 2014 Billings: \$3-\$4 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/ composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures	<b>ILM LIGHT BOXES</b>   CUSTOM LIGHT BOXES	Jennifer Griffin, General Manager 10831 Canal St. Largo, FL 33777 (727) 549-1808 jgriffin@ilmusa.com ilmusa.com 2014 Billings: Less than \$3 million	Custom, fixture components, lightboxes, custom signage, fabric lightboxes, snap frame lightboxes

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## 082 FIXTURE LEADERS LISTING

COMPANY NAME	COMPANY CONTACT/ 2014 BILLINGS	PRODUCTS OFFERED
<b>OREGON WIRE PRODUCTS</b>	Doug LeGrady, Estimator & Sales P.O. Box 20279 Portland, OR 97294 (503) 255-5155 (800) 458-8344 doug@oregonwireproducts.com oregonwireproducts.com 2014 Billings: Less than \$3 million	Custom, fixture components, gondolas, metal fixtures, wall/puck systems
<b>PACIFIC FIXTURE CO. INC.</b>	Keith Stark, President 12860 San Fernando Rd., Unit B Sylmar, CA 91342 (818) 362-2130 (800) 272-2349 keith@pacificfixture.com pacificfixture.com 2014 Billings: Less than \$3 million	Cashwraps, custom, showcases, wood fixtures
<b>PRIME 3 RETAIL CANADA INC.</b> 	Donald Bloom, President and CEO 760 Pacific Rd., Unit 16 Oakville, Ontario, Canada L6L 6M5 (905) 827-2662 (888) 819-4088 dbloom@primeretail.com primeretail.ca 2014 Billings: Less than \$3 million	Cashwraps, custom, fixture components, gondolas, interactive fixtures, MDF/composite board fixtures, metal fixtures, showcases, slatwall, wall/puck systems, wood fixtures
<b>ROCK EAGLE STORE FIXTURES</b>	Steven Crowley, Vice President, Sales and Marketing 821 Harmony Rd. Eatonton, GA 31024 (706) 484-0000 (800) 747-2270 rockeagle.com 2014 Billings: Less than \$3 million	Cashwraps, custom, interactive fixtures, MDF/composite board fixtures, slatwall, wood fixtures, GT system fixtures
<b>YUNKER INDUSTRIES INC.</b> 	Gary McWhorter, Vice President of Sales 200 E. Sheridan Springs Rd. Lake Geneva, WI 53147 (262) 249-5220 (877) 798-6537 gmcwhorter@yunker.com yunker.com 2014 Billings: Less than \$3 million	Custom, fixture components, metal fixtures, wood fixtures, laminate fixtures

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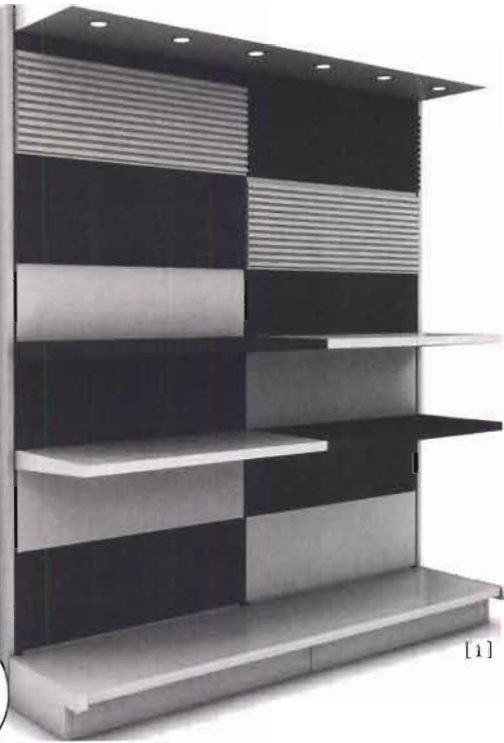
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## FIXTURES



[1]

[1] Remodel existing gondolas with a fresh new look using Lozier's Euro Panels. Any of the company's metallic powdercoat finishes can be applied. [lozier.com](http://lozier.com) RS #231

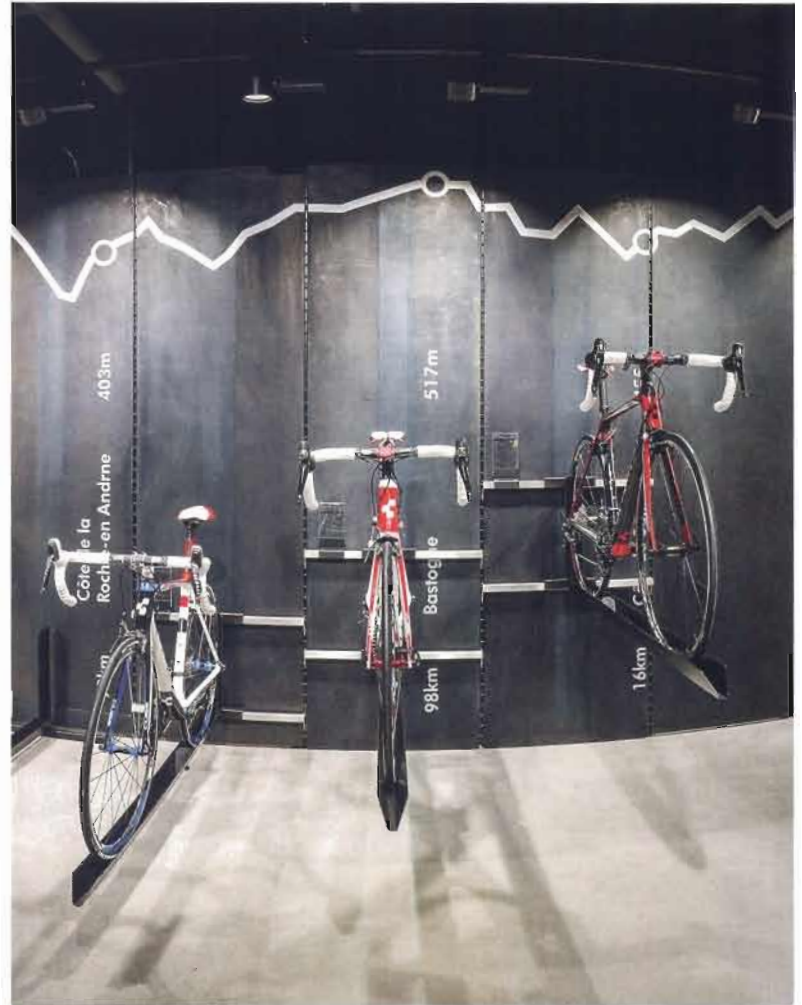


[2]

[2] Architectural Systems has launched the Primo wall system with three different vertical rails, which can be used to frame wall panels, be surface-mounted, or stand in front of the wall using mounting plates. [archsystems.com](http://archsystems.com) RS #232

[3] Rock Eagle Store Fixtures offers custom store fixtures sprayed with a high-end lacquer and then finished with an automotive clear for a durable finish. [rockeagle.com](http://rockeagle.com) RS #233

[4] T.C. Millwork has upgraded the light engine for its SMARTWALL display system, now using reflectors to maximize the beam spread. [tcmillwork.com](http://tcmillwork.com) RS #234



[2]



[4]



[5]

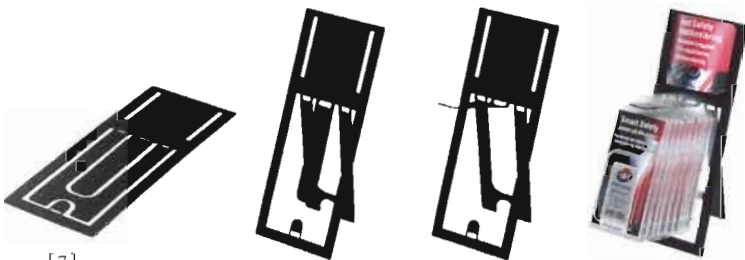
[5] Canada's Best Store Fixtures designed and manufactured this fixture for a client that wanted to take K-cups out of the boxes and sell individual servings. The three-compartment fixture has a black herringbone body with white acrylic front. The fronts can easily be branded or have vinyl graphics applied. [canadasbeststorefixtures.com](http://canadasbeststorefixtures.com) RS #235



[6]

[6] KDM P.O.P. Solutions Group is offering custom vitrine showcase fixtures in endless finishes and configurations. Made of high-quality wood veneers and laminates, seamless bonded glass and LED lighting, the fixtures also feature a secure lock and key. [kdmpop.com](http://kdmpop.com) RS #236

[7] DCI-Artform's Origami display solution features pop-out metal construction that enables retailers to create customized product displays from a single sheet of metal. [dci.com](http://dci.com) RS #237



[7]

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[ 8 ] Artitalia Group designed and fabricated a new retail store concept for Little Me that replicated a typical nursery room by creating store fixtures that contain key nursery room-styled elements.  
[artitaliagroup.com](http://artitaliagroup.com) RS #238



[ 8 ]

[ 9 ] Displays by Jack's new fixture uses patented magnetic levitation technology to create a spectacular visual presentation by suspending and rotating an object in mid-air. The case is customizable with a company name or logo.  
[displaysbyjack.com](http://displaysbyjack.com) RS #239



[ 9 ]

[ 10 ] JPMA has developed a new line of decorative metal floorstand vitrines, which are ideal for highlighting products on the sales floor and in window displays. A wide variety of customized or painted finishes are available.  
[jpmaglobal.com](http://jpmaglobal.com) RS #240



[ 10 ]

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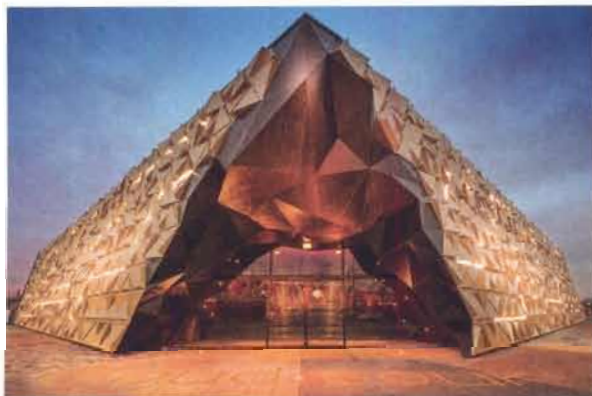
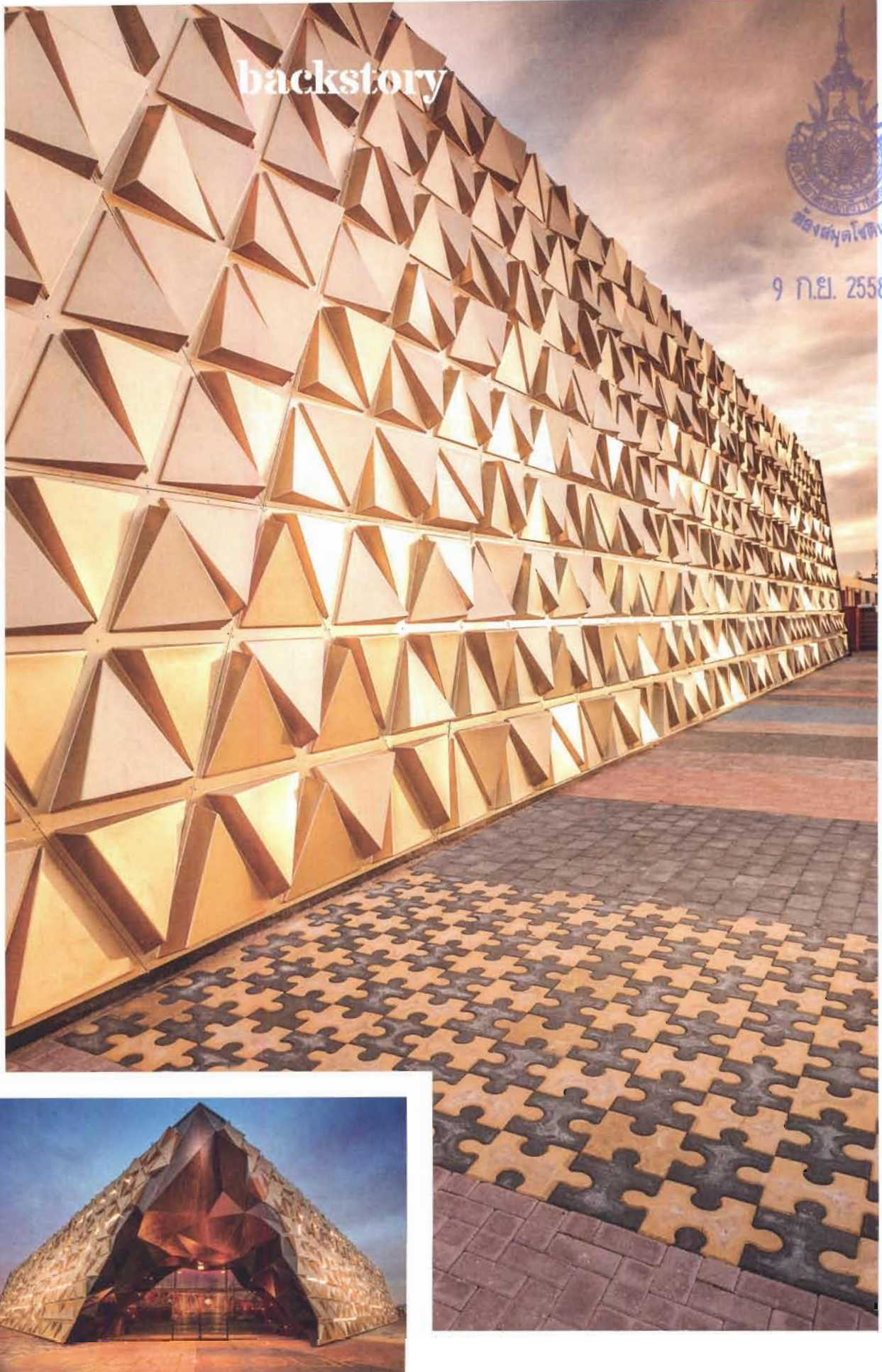
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**D**ESIGN STRIKES gold in the form of Goud souk, a shimmering piece of architecture located in Beverwijk, Netherlands. Designed by Rotterdam, Netherlands-based Liong Lie Architects, the Goud souk, or the Gold souk, was completed in February 2015 as a new building for gold dealers and goldsmiths. The approximately 114-ft.-long façade features multiple triangular relief panels splayed across the exterior to create a twinkling eye-catching effect. The lighting between the panels makes the Goud souk sparkle day and night, resulting in a breathtaking visual experience at all times. With 29 jeweler shops, the interior is completely different from the glittering façade. Everything from the floor to the ceiling is modest and black, a design meant to direct attention at what really matters inside: the displayed jewelry.

“The idea of celebration in the form of a glittering gold nugget inspired us to define the façade of our Gold souk building,” says architect Liong Lie. “Gold glittering outside and a dark interior as a mysterious backdrop for the actual jewelry. The golden façade gives a hint of hidden treasures inside.”

— Rachel Brannon







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