

*We are
Innovative.*



“

**WE ARE
BRAND
STEWARDS.**

”



GLOBAL REACH

WE ARE STRATEGICALLY POSITIONED TO SUPPORT YOU WHEREVER YOU NEED US.



Innovative's support extends beyond U.S. Borders.
Our displays ship all over the globe.

We excel at overseas manufacturing
and offshore sourcing.



We are Full Service



We pride ourselves on creating effective custom retail displays and fixtures for leading brands and retailers.

We maintain a cost-effective business structure which allows us to remain brutally competitive.



RESEARCH + STRATEGY

2D + 3D DESIGN

ENGINEERING

UX / UI

PROTOTYPING

MANUFACTURING

LOGISTICS / INSTALL



Our Proven Process

Innovative's time-tested and scalable approach ensures a solution that elevates your brand.

EXPLORE

INNOVATE

LAUNCH

SUPPORT



OUR JOURNEY

1959



Innovative got our start by designing and producing "cardboard standees" for automotive dealership showrooms. Ford becomes our first client.

1970



1985

TOYOTA

1989

valspar

1991

Walmart ✨

JCI and AC Delco task Innovative to launch the first ever nighttime installation in over 2,500 Walmart's and Sam's Club locations.

1992



SHERWIN WILLIAMS.

Sherwin-Williams selects us as the winner in its competition to create the next color selector system called "ColorAnswers."

1996



1999

BRIDGESTONE
Firestone

2000

NAVISTAR

Innovative's scope grows to include the heavy-duty truck category as we added Daimler and Navistar International to our client mix.

2002

MOEN

2005



Hyundai Motor America puts Innovative in the driver seat and now all Hyundai showrooms sparkle and shine just like the new cars do.

2006



SHERWIN WILLIAMS.

ColorSnap wins Best Permanent Display (POPAI / OMA)!

2015



2020



2021

valspar

Lowe's Color Wall by Innovative and Valspar becomes the largest merchandising retrofit at Lowe's . . . ever!

2022



2023

HONDA
SAMSUNG



2024



ECOXGEAR Mountain Display wins Best Permanent Display at the OMA Awards!



Our Clients

“

**OUR RELATIONSHIPS
ARE EARNED EVERY DAY.**

- Ben van Amerongen
Innovative President and Fearless Leader

”

Our clients are marketplace
leaders that demand
performance.



CLIENT TESTIMONIALS



I worked with Innovative when they designed and implemented the largest paint department refresh at Lowe's in recent years. This was a **gigantic challenge** due to the tight timeline and our high internal expectations. **The program was nothing but exceptional.**

The quality was consistent, the customer support was solid and their attention to little details made this endeavor happen as planned. We worked very well together . . . if you know Lowe's, that's saying something!

- *Jeffrey Key*
Fixture Design Manager
Lowe's Companies, Inc.



It is my pleasure to recommend Innovative as an excellent partner and as my retail display solutions partner of choice. Working with the Innovative team has been a **collaborative experience from day one**, and they have been instrumental in elevating how our audio is being presented at retail.

The Innovative team has provided support to us throughout our entire roll-out and handled design, value engineering, production, and logistics. **Their attention to detail is top-notch.** Our displays have been in the market for about 8 months and the feedback has been universally **OUTSTANDING** - from our dealers as well as customers.

- *Jammy Lowe*
Director of Marketing
Rockford Corporation



Over the years, Innovative has become a **trusted partner** and always adds value. We just won a Gold OMA with Innovative for their Adventurer Tire Interactive Selling Station.

Awards are nice, but Innovative's team is what really "clicks." **I have so many vendors I can work with, but I prefer to work with the Innovative crew.** They make my dealers happy, which makes my job easier, which makes me happy.

- *Laura Goetz*
Director of Advertising
Cooper Tires



Explore

STUDY | STRATEGIZE | IDEATE

“

TO HELP A BRAND DO
BETTER, YOU HAVE
TO KNOW THEIR
WORLD BETTER.

”



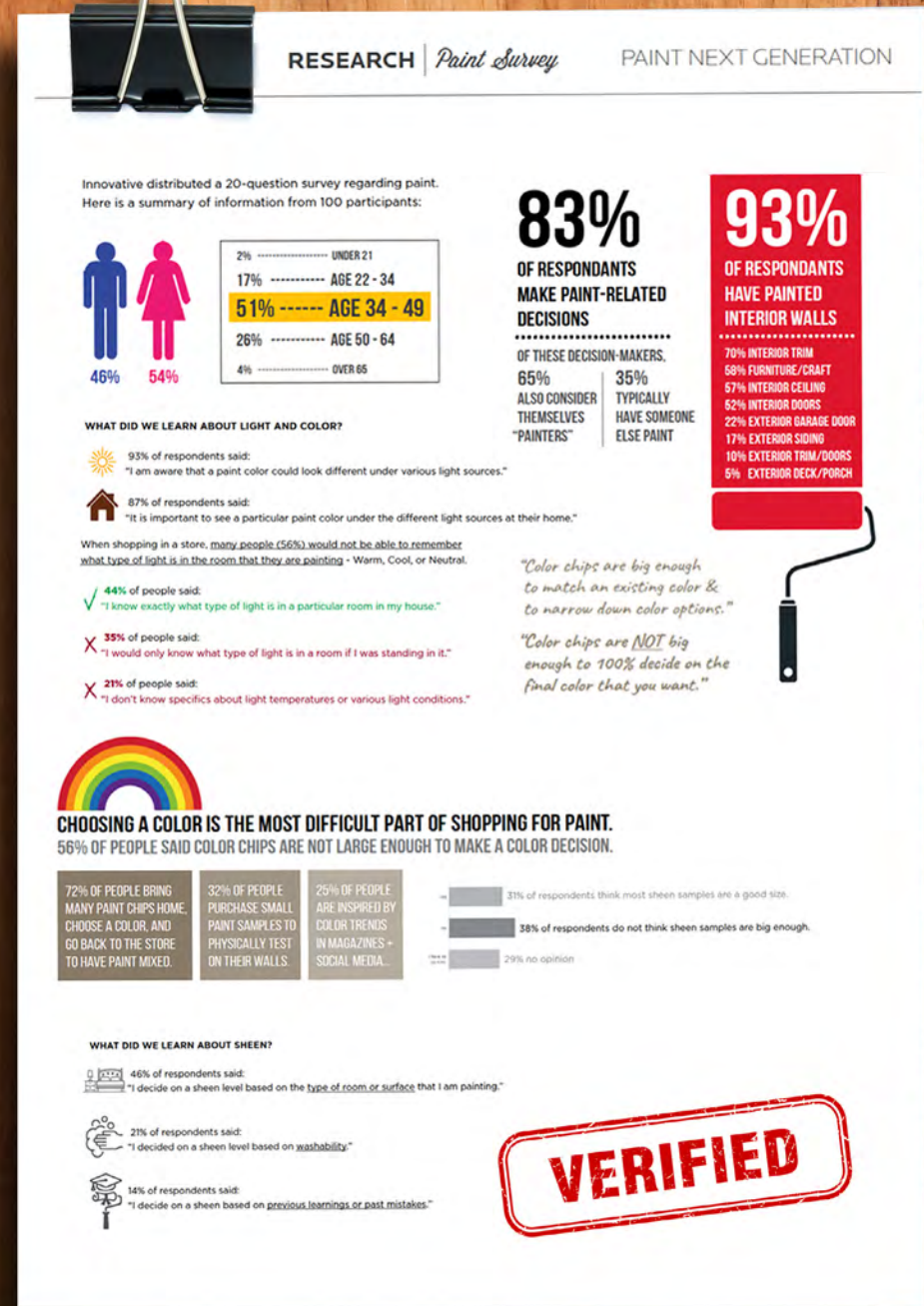
Explore

MARKET RESEARCH

At Innovative, we immerse ourselves in the space we are solving for to understand the behaviors that drive consumer decisions.

SERVICES

- Retail Audits
- Mystery Shopping
- Customer Surveys



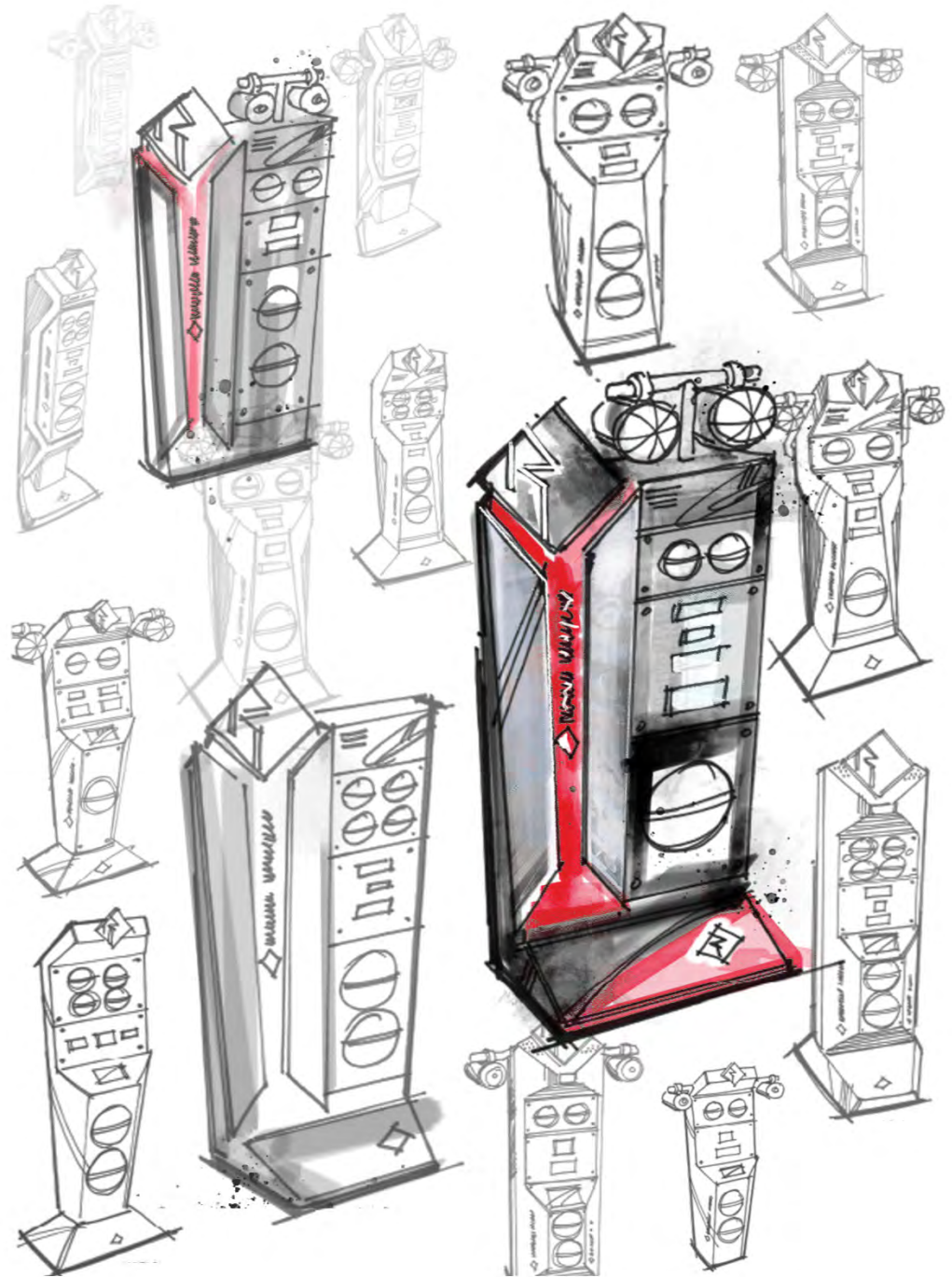
Explore

IDEATION

“Ideas are like rabbits. You get a couple of them and learn how to handle them, and pretty soon you have a dozen.”

- *John Steinbeck*

Author



Innovate

REFINE | TEST | SOLVE

“TALENT WINS GAMES,
BUT TEAMWORK AND
INTELLIGENCE WIN
CHAMPIONSHIPS.

- *Michael Jordan*

Basketball Hall of Fame Player
and Businessman

”



Innovate

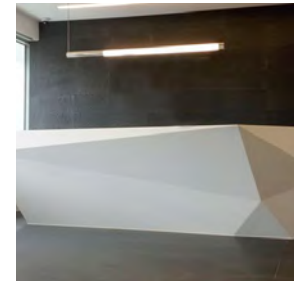
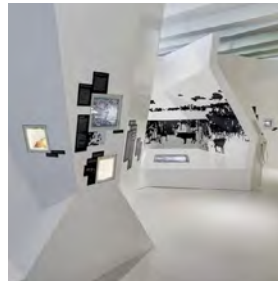
IN-HOUSE DESIGN SERVICES

GRAPHIC DESIGN

- Brand Identity
- Conceptual Iterations
- Production Art
- On-site Press Approvals

3D DESIGN

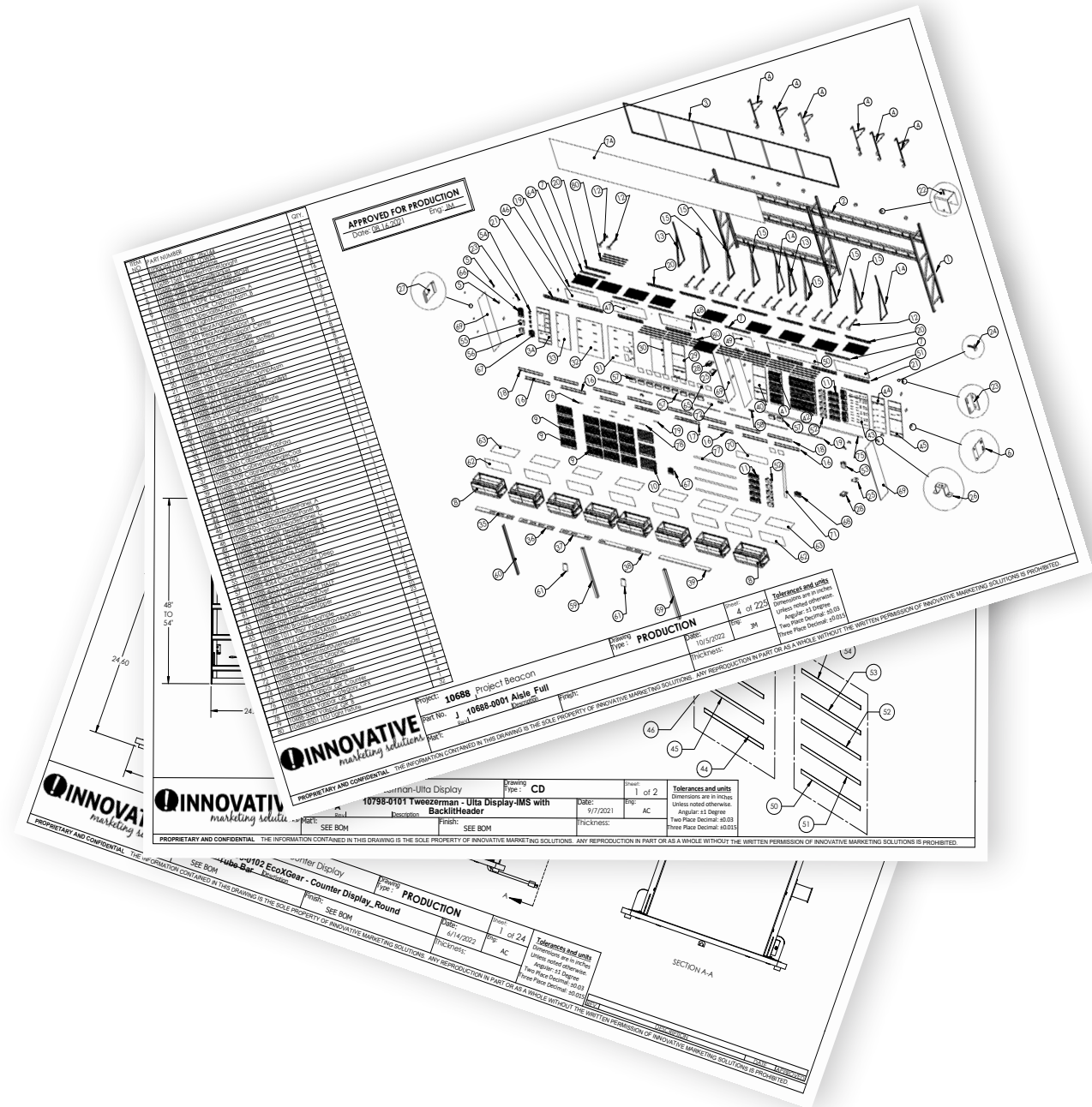
- Interactive 3D Models
- Animation
- Augmented Reality
- [Link to 3D interactivity](#)
- Scan QR Code for AR



ENGINEERING

Here's how we avoid excessive cycles of design and engineering:

- **Expertise** - 100% of our engineers come from a manufacturing background
- **Process** - our engineering team is involved from ideation to execution
- **Balance** - we are pros at balancing design integrity with manufacturing efficiency



Innovate

PROTOTYPING

How do you make sure 1,232 paint chips shine?

That was the challenge presented to us by Sherwin-Williams for their ColorSnap Studio Display.

The result: a fixture system that won Display of the Year!



Innovate



“PERFECT PLACEMENT”

Retail isn't just about boxes on shelves. At Innovative, we have mastered the art of perfect product placement. Our skilled engineers are experts at custom product mounts that are robust, secure, and unobtrusive.



Launch

MANUFACTURE | INSPECT | IMPLEMENT

“

I AM READY TO FACE
ANY CHALLENGE THAT
MIGHT BE FOOLISH
ENOUGH TO FACE ME.

- *Dwight Schrute*

Beet Farmer and
Assistant (to the) Regional Manager

”



Launch

MANUFACTURING

At Innovative, we are not constrained by in-house manufacturing capabilities.

- Extensive network
- Longstanding relationships
- Domestic and overseas
- Priority pricing and lead times

QUALITY ASSURANCE

Our 30-year relationship with Anfinssen Assembly is based on a history of flawless execution.

- On-site Innovative QA
- Constant production supervision
- [Click here to view Minwax video](#)



Launch

LOGISTICS

We offer complete program logistics services to fulfill any size project at an attractive cost.

- Facilities in Chicago and Los Angeles
- Detailed inventory reporting
- Warehousing services
- Custom pick/pack

INSTALLATION

Services offered domestically & internationally include:

- Large-scale, time-sensitive launches
- Site surveys & reporting
- SiS & fixture installation
- Store refurbishments
- Pop-ups
- Maintenance



Support

NURTURE | MAINTAIN | ANALYZE

“

LIFE IS NOT A SOLO ACT.
IT'S A HUGE
COLLABORATION.

- *Jim Gunn*

Fashion Consultant and Author

”



Support

IMPLEMENTATION CUSTOMER SERVICE

Our toll-free number operates 24/7 with live CS staffing between 8:00 AM - 5:00 PM (CST).

- Proactive approach to delivery and installation schedules
- Real-time reporting and resolution tracking
- Daily master status reports

“

WE ARE THERE
WHEN YOU NEED
ALL HANDS ON DECK.

”



Support

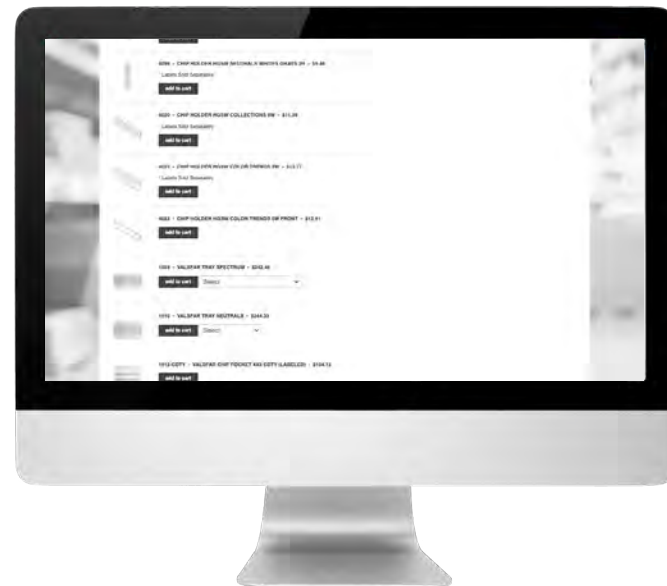
INNOVATIVE CLIENT PORTAL

Through our robust portal, clients have access to:

- Inventory reports
- Instruction sheets and videos
- Spare part ordering
- Tracking information
- Order history

Orders are confirmed and filled within 24-48 hours.

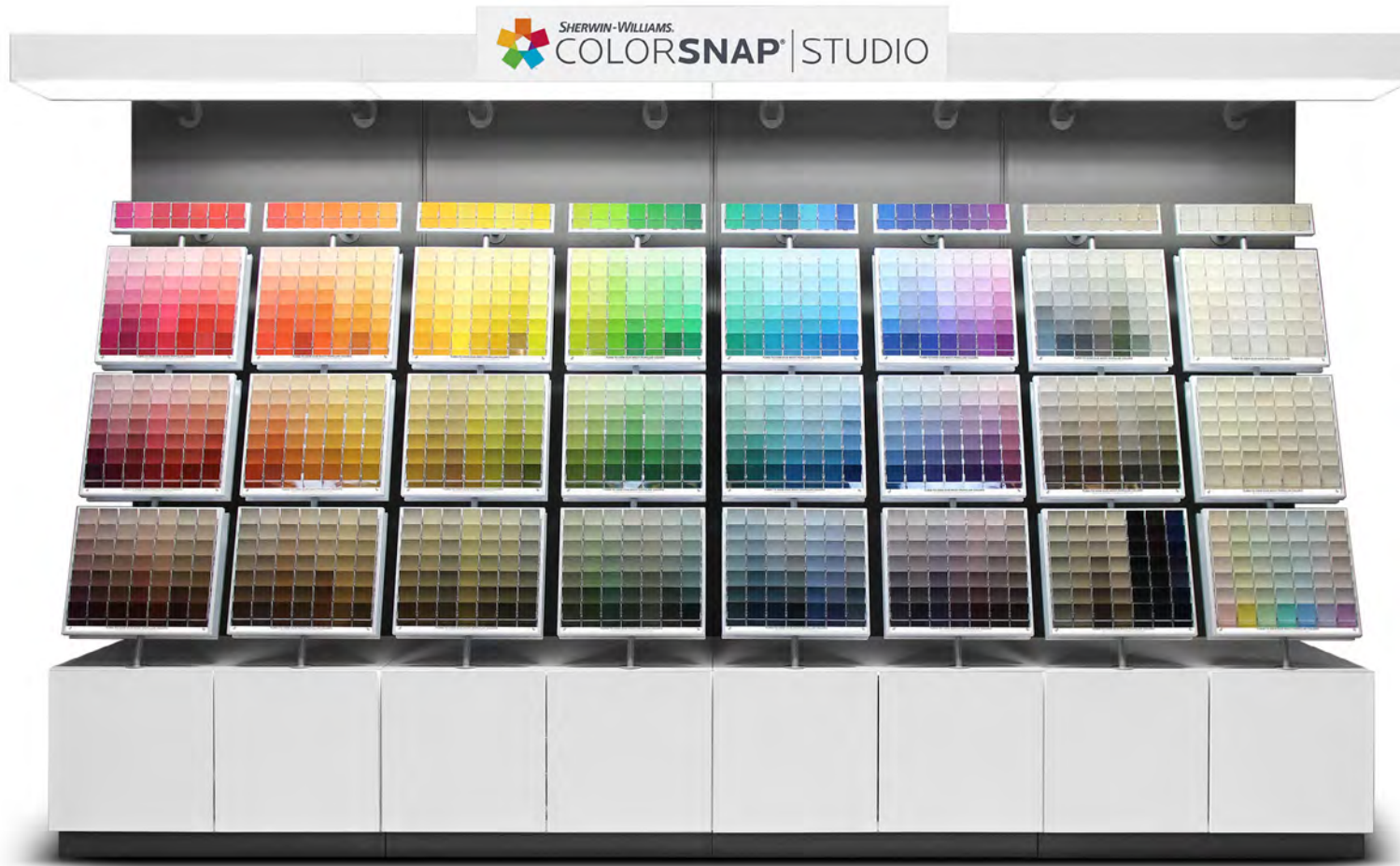
[Click here to view Client Portal video](#)





Case Studies

Sherwin-Williams Color Snap



[Click to see display in action](#)



POPAI

DISPLAY
OF THE YEAR



Project Scope



800,000 POUNDS OF RESIN 800,000 lbs of resin was used in the injection molding!

50,000 LAMPS Approximately 50,000 fluorescent lamps were hand inserted into all the ColorSnap displays.

\$2 MILLION IN SAVINGS The final units cost \$2,000,000 less than what was projected a year before the production rollout.

250,000 ROTATIONS The spinning cams inside the modules were subjected to 250,000 rotations during cycle testing.

CHIP POCKETS GALORE! Innovative produced 230,000 module frames and hand attached 721,600 individual rows of chip pockets.

4 MILLION POUNDS OF STEEL Innovative purchased ALL of the gauge steel available in the entire Midwest - over 4,000,000 pounds!

10 MILES OF SKIDS Two ColorSnap skids shipped to every store. Placed end-to-end, all of the skids would measure almost 10 miles long.





ACPI SMALL CABINET SELECTION CENTER

ACPI acquired the Armstrong Cabinet brand and asked Innovative to design a merchandiser for their dealers. Key aspects include good view of each door, easy retrieval, and small footprint.





ACUITY RECESSED LIGHTING 24-FT. DISPLAY

Developed for Acuity, this recessed lighting display at Menards focuses creates a better presentation of the brand and organization of the product line. We also developed an interactive solution to help customers learn more about the product.





AFTCO DISPLAY PROGRAM

The Aftco display program marks a significant milestone for the brand. It's their first comprehensive program designed and deployed to date. Each element is crafted to seamlessly integrate into a unified whole. While individually meeting the needs of independent retailers, together these elements form a complete in-store shop-in-shop experience.





AIRBLASTER FREESTANDING DISPLAY

Our solution for Airblaster's Ninja Suit has streamlined space for packaged and hanging product, allowing the client to interact and experience the product before purchase.





ALPINE FAMILY OF DISPLAYS

For Alpine, Innovative designed a family of displays to meet different retail needs. The Interactive Display is enabled with remote content management and allows associates and consumers to build their ultimate audio system. The demo experience delivers rich sound quality and informs and delights the customer.





AUTEL ROBOTICS DRONE DISPLAY

The Autel Robotics display presents the drone hovering over an easily-updated graphic. The display is brought to life with a 10" monitor showing footage of the drone in action.





AID GEAR FREESTANDING DISPLAY

Innovative's 4-way all-season display features flexibility to adapt to regional selling needs. This display supports hats, t-shirts, hoodies, swimsuits, and accessories.





BASE BRANDS GLORIFIER

Designed for Costco, this eye-catching display features the product in action. The background and messaging are layered for a dimensional effect that draws the consumer's attention.

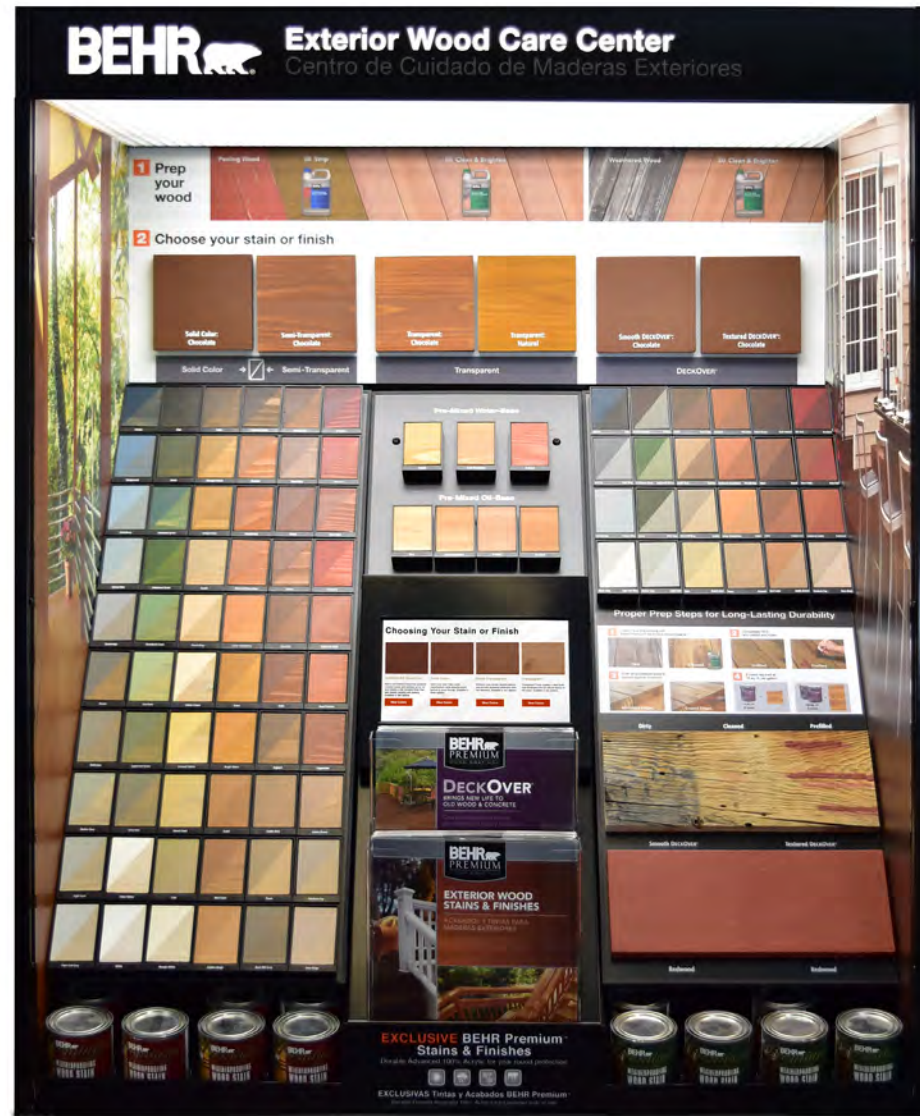




BEHR EXTERIOR STAIN DISPLAY

Designed and implemented for the Canadian marketplace, this display features “pilfer-proof” carriers to protect chips and illuminated graphics with additional bulbs stored inside the unit.





BEHR EXTERIOR WOOD CARE CENTER

Innovative created an easy-to-navigate showcase for Behr's full line of exterior wood stains in Home Depot. Step-by-step infographics and an interactive screen help explain product use.





CLICK HERE
TO VIEW
ANIMATION

BEYERDYNAMIC AUDIO ENDCAP

This interactive display grabs shoppers' attention with lenticular graphics. The headphones are secured to the unit with a charging security cable and consumers can demonstrate product via the embedded media player.





BLACKSTONE MODULAR FLOOR DISPLAY

Designed to showcase the grill top that has changed the way we grill, the Blackstone display flexes to accommodate multiple grills and supporting accessories. This has been the driving force in record attachment to each grill sale.





BLAZE INTERACTIVE DISPLAY

Blaze asked for an interactive modular display that showcases their grills, accessories, and outdoor kitchen appliances. Since space was a primary driver, we also integrated a kiosk which allows for an "endless aisle" experience.





BLENDER BOTTLE FLOOR STANDS

Blender Bottle was looking for a variety of ways to merchandise products at Vitamin Shoppe. The high-end display featured informational graphics and also incorporated the shape of the iconic bottle and shaker ball.





BN3TH MODULAR SYSTEM

This modular shop-in-shop expands from a brand glorifier into an entire shop-in-shop. There is plenty of space to learn about their unique technology and range of products.





BOLLÉ FLOOR DISPLAY

Bolle is known for impressing the optics field with new technology. This display is on-brand and lets the product be the hero. The display converts easily from sunglasses to goggles and has locking storage.





BOLLÉ PRODUCT HIGHLIGHTERS

These counter displays are designed to be multipurpose, they can work with the floor display or live within a store on a countertop or tabletop. Changeable graphics allow for easy updates.





BOLLÉ POLARIZED GRAPHIC FRAMES

These framed glorifiers are designed to demonstrate how Bollé polarized lenses enhance the colors of the world around us. Specialty graphics using layered ink reveal the spectrum of color seen once the sunglasses are tried on revealing the power of polarized lenses!





THERMADOR BOSCH KIOSK

Bosch tasked Innovative with designing a web-enabled kiosk that walks consumers through a connected kitchen featuring Thermador products. Technology also allows for back-end data capture of consumer touch points.

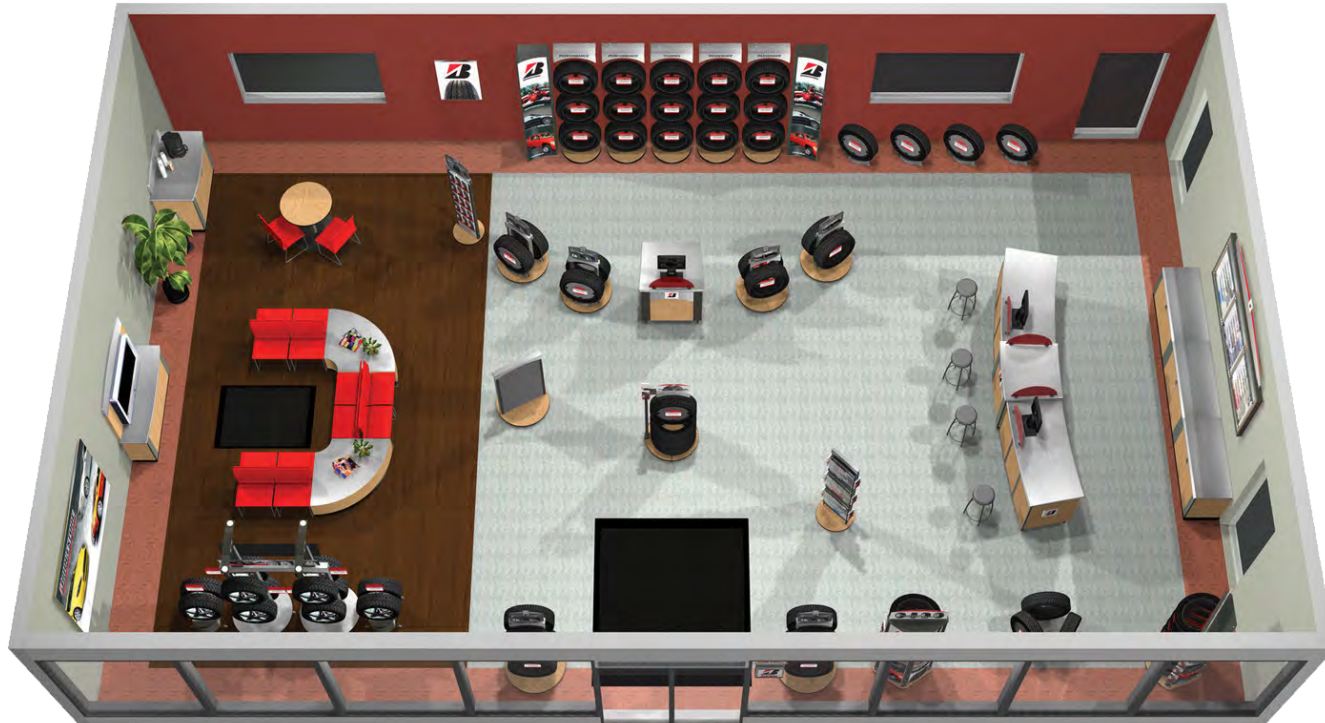




BOSCH WIPER CART

This display is the extension of a long line of merchandising initiatives that had to showcase a ton of product, but affordable enough to be placed in a ton of locations. Clearly, it's worth its weight!





BRIDGESTONE SHOWROOM

Innovative developed a total shopping experience that created an atmosphere of comfort and confidence. Showroom details were thoughtfully developed, creating a satisfying retail environment to encourage a buying decision.





BROWNING APPAREL DISPLAYS

Browning wanted a program that was in line with their market positioning. This program elevated their product to new levels and opened doors into retailers that previously were not open to the Browning product line.





BRUMATE COUNTER DISPLAY

Compact and design-forward, this display design is perfect for any checkout counter. The fabric banner can be easily updated and the branding is true to the Brumate DNA: sleek, clean, and smart.





BRUMATE COUNTER DISPLAYS

Whether it's whiskey, wine, or beer... have the best experience possible by drinking out of a Brumate. These displays speak to the technical aspects of the drinkware while also highlighting the elegance of each item.





BRUMATE FLOOR DISPLAY

The sleek design of the Brumate floor display gives the product the appearance that it is floating and the fabric banner can easily be changed from season to season or channel to channel.





BRUMATE FLOORSTAND

This clean and modern freestanding display was designed to be single or double-sided. The shelves are adjustable to fit several product configurations, and the laser-cut header and printed shelves align with brand identity.





BRUMATE UNIVERSAL COUNTER DISPLAYS

Innovative created two cost-effective structures with graphics that can be easily updated. This gave the flexibility needed to suit all Brumate partners and unique products.





BURTON ANON GOGGLE MERCHANDISER

Featuring illumination and a digital brand experience - this goggle merchandiser can be updated to feature Burton's current advertising campaign. Secure storage is built into the base for overstock.



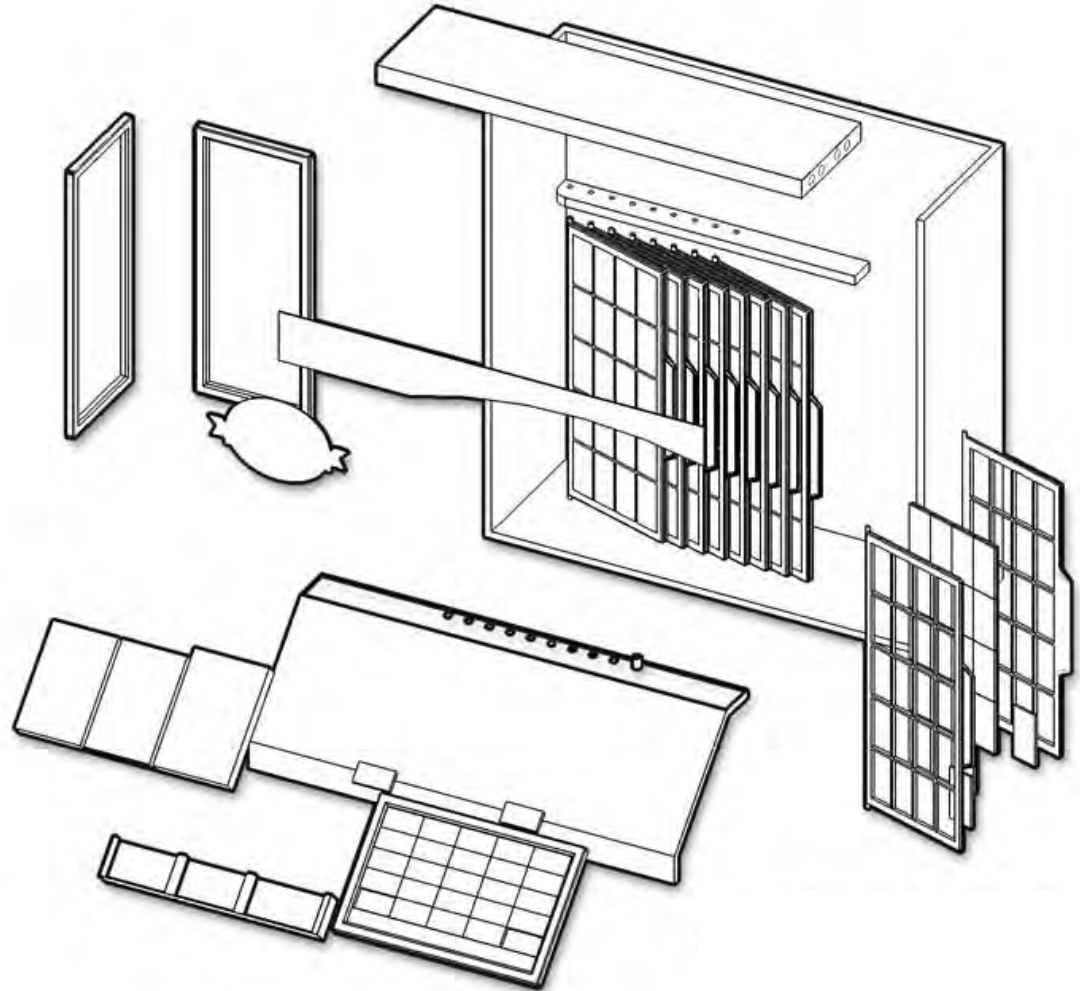


EXTERIOR WOODCARE CENTER



48"

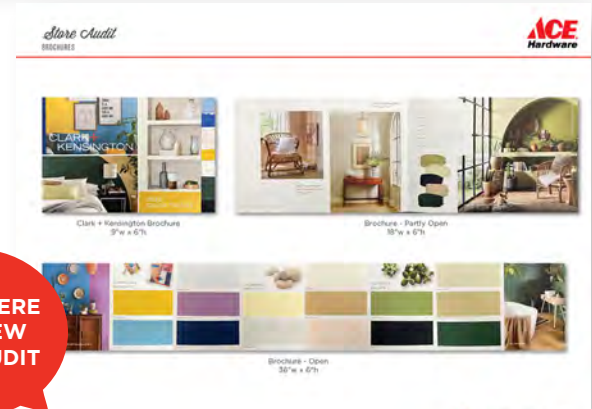
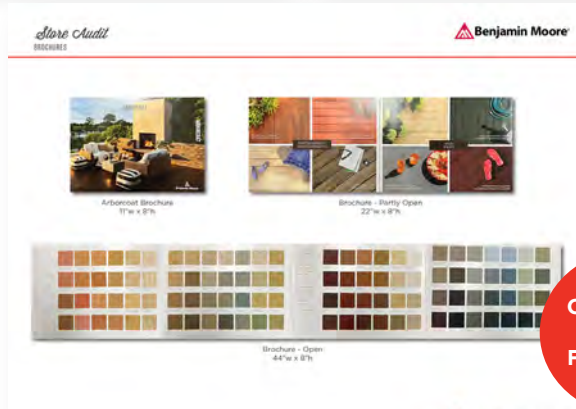
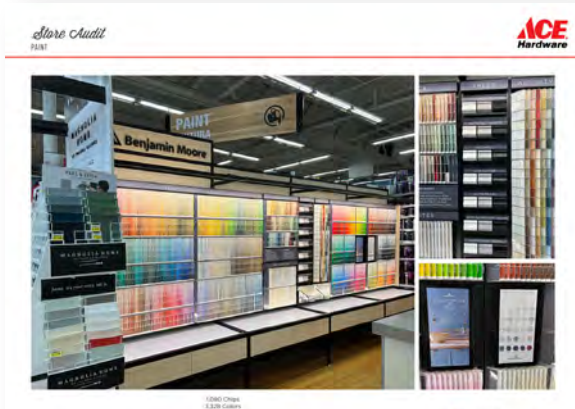
16"



CABOT EXTERIOR WOODCARE CENTER

This design solution presents a premium, contemporary look and feel while bolstering the brand image. Crafted with wood finishes and architectural styling, it appeals to home improvement enthusiasts.





CLICK HERE TO VIEW FULL AUDIT

COLOR MERCHANDISING AUDIT

As an industry leader in the Paint, Coatings, and Home Improvement verticals, we constantly monitor the retail landscape, keeping our finger on the pulse of market trends and consumer behavior. To create this reference tool, we audited over 20 stores across 3 states and saw over 15,625 color chips.





CLICK TO
SEE DISPLAY
IN ACTION



POPAI AWARD
Display of
the Year

SHERWIN-WILLIAMS COLORSNAP STUDIO

This was the largest and most revolutionary color launch in the 150-year history of Sherwin-Williams. Large color swatches represent color families on panels that spin to reveal individual color chips.





COOPER 8-TIRE DISPLAY

Showroom sizes vary to the extreme in brand positioning and size. This modular system allowed Cooper dealers the flexibility they demanded.





OMA AWARD
Outstanding
Merchandising
Achievement

COOPER DISCOVERER SELLING STATION

The industry-leading tire demanded the industry-leading selling station, and Innovative delivered! This freestanding floor display draws the consumer in with captivating video footage while showcasing the product family with actual tire sections and bold graphics.





COOPER EVOLUTION STAND

Innovative's solution for the Cooper Evolution line has a small footprint, assembles in minutes, and showcases the tire's tread pattern and side walls.





CORSAIR BEST BUY DISPLAY

In order to establish Corsair as the leader in innovation and separate themselves from the noise within the genre, Corsair needed to showcase their key features and benefits. Innovative highlighted brand features with updatable graphics and incorporated illumination within the display.

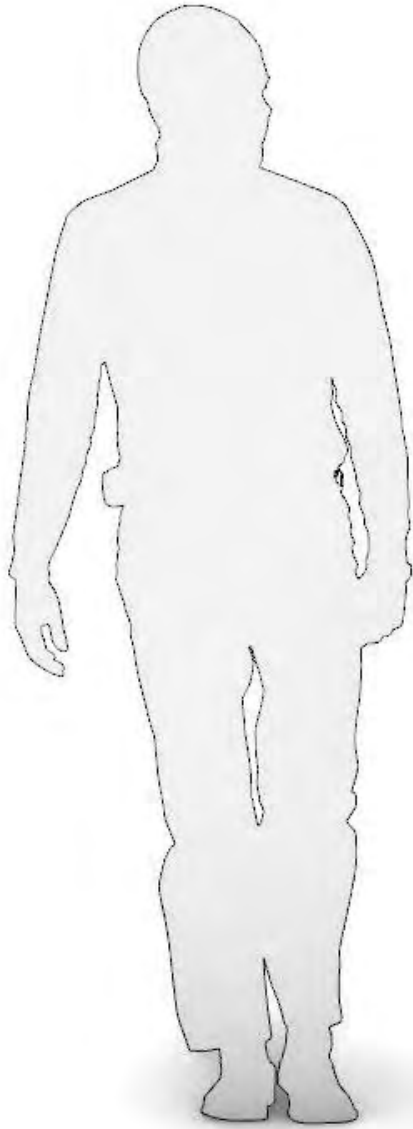




CORSAIR DRAM MODULAR UNIT

The display was executed in nine languages with four different global electrical requirements and product assortments. Modularity and project organization were key to a successful launch.





CORSAIR STREAMING DISPLAY

Innovative incorporated Elgato, Corsair, and MSI products together and integrated a video loop to explain how these upgrades can enhance the user streaming experience.





COSTA DEL MAR SHOWCASE

Innovative integrated diffused lighting and textured laminates to deliver an amazing display at a value price while emphasizing Costa's brand look and feel.





CULTIVATE COUNTER DISPLAY

This simple counter display features tethered testers for CBD wellness products. The clean design and sleek branding deliver a premium look at an affordable cost.





DANNER SHOE GLORIFIERS

The shoe glorifiers were designed to reflect the hand-craftsmanship and old-style excellence of Danner's flagship store in Portland, Oregon. Rustic details such as etched plaques, and exposed hardware achieve this look.





DANSONS MODULAR DISPLAY SYSTEM

The Dansons modular display system is designed for retailers of all store footprint sizes, from shop-in-shop to complete environments. The system can grow with the retailer's merchandising needs over time, supporting uniformity in merchandising and reducing waste.





DIAGEO STERLING VINEYARDS “MINI TRAM”

To visit Sterling Vineyards, one has to take the tram. Innovative created this mini tram out of powder-coated wood, metal, and urethane-molded bumpers with wine bottles displayed up top and cases below.





DISH DISPLAY PROGRAM

When developing Dish's Smart Home Display Program, our aim was to provide a comprehensive merchandising system and seamlessly integrated experience. Through meticulous design and engineering, we tailored a solution to meet the unique needs of each retailer. These display components can function standalone or together in an immersive shop-in-shop, enabling customers to explore the latest smart home technology.





DRINKTANKS PRODUCT GLORIFIER

Innovative designed a display that ships flat-packed. This low-cost display demonstrates Drinktanks pour and cap technology - features that provide a competitive advantage in the hydration market today.





DUVEL/BOULEVARD BREWING OMMEGANG RACK

Duvel/Boulevard Brewing Company needed an Ommegang display rack for the regional liquor channels.





EARTHWELL FLOOR DISPLAY

In a crowded hydration space, this display separates Earthwell from other brands. Innovative created an authentic, upscale look with an outdoor vibe. Crafted of premium materials and finishes, Earthwell's new home for their products is in line with their position in the marketplace.





OMA AWARD
Outstanding
Merchandising
Achievement



OMA AWARD
Display of the
Year 2024

ECOXGEAR MOUNTAIN

These speakers are designed to bring the party wherever adventure takes you, so EcoXGear tasked us with creating a show-stopping "mountain" of a display. To their delight, we delivered an interactive experience, custom-molded to suit the rugged nature of the product.



EPOCH FAMILY OF DISPLAYS

Reimagined from a cost forward solution to a mid tier to premium sunglass. These solutions are designed for big box retail. The branding is right out of the client's dreams and they couldn't be happier with the look and feel.





FESTOOL MODULAR DISPLAY

Innovative created a branded environment that could flex to fit retailers of all sizes. The products change by location, but the DNA and feel are consistent in each location. We also integrated AR so large items like table saws could be viewed in store in real time.





FOX MODULAR DISPLAY PROGRAM

Innovative designed modular structures to fit channels between automotive and cycle. The headers are interchangeable among the ten different business divisions. The panels can be connected to form a shop-n-shop environment as well.





FOX WALL DISPLAY

This branded shock and strut wall display is designed to be updated over time as items evolve. It comes equipped with graphics and QR codes for a richer consumer experience and the violator is designed to attract attention within the store from different points of view. The structure itself can attach to any gondola.





GOLF PRIDE FLOOR DISPLAY

Innovative designed a new floor display to highlight Golf Pride's Tour SNSR™ line of putter grips. A shelf glorifier on one side showcases six grips while the opposite side supports packaged products on peg hooks. This unit features changeable graphics for easy future updates.





GOLF PRIDE SPINNER

Golf Pride was in search of a countertop unit that would showcase different grips and also educate consumers about features and benefits. This rotating display holds 16 grips with product highlights and information below each grouping.





GOOD2GROW FLOOR STAND

The client needed a rack that would be able to be used in both a small and large format. This unit was designed so that the baskets are adjustable. Stores can either place four baskets on each side for 360-degree shopping or all baskets on one side for a front-facing rack.





GROHE FAUCET DISPLAY

Grohe needed an economical, durable counter display to build product awareness in warehouse clubs. The final solution was a fully-assembled, vacuum-formed display with a refined design that fit within budget.

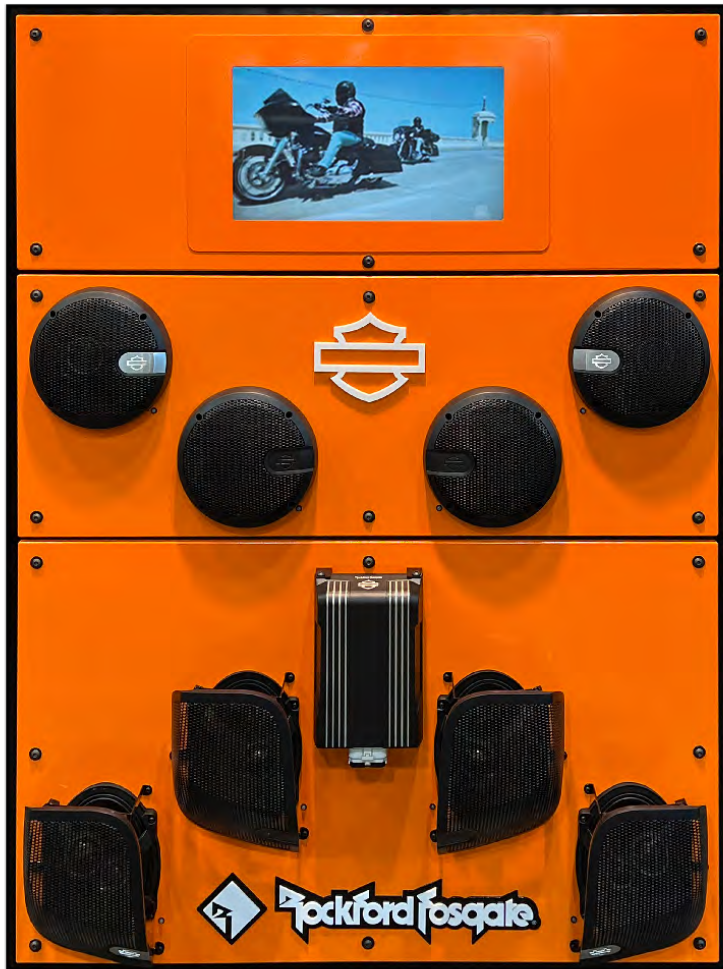




GROOVE LIFE COUNTER DISPLAY

The counter unit educates customers and serves as a header for the floor stand with boxed product. This display combines wood and metal for a natural, sleek look while showcasing different color rings.



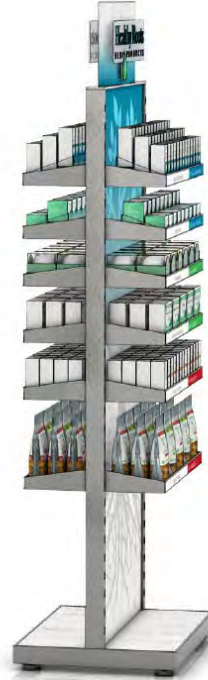


OMA AWARD
 Outstanding
 Merchandising
 Achievement

HARLEY-DAVIDSON AUDIO DISPLAY

Harley-Davidson partnered with Innovative to create a retail experience that demonstrates the benefits of fully-custom audio. The 15.6" touchscreen allows consumers to navigate the experience (guided by LEDs to highlight the product being demonstrated). Once the user hears the difference between stock and fully-custom - they're sold!





HEALTHY ROOTS FLOORSTAND

The client requested a modular display that has adjustable shelving which can be easily adapted to the retailer needs and product assortment. This display also features an optional locking door that can be added on a store-by-store basis.





HERSHEY BEACON ENDCAP

Innovative created various concepts for a 3-sided endcap at Target. Both concepts feature a large graphic header, changeable shelf fronts, and metal brackets to support the 48" shelves.





HERSHEY ENDCAP WITH INLINE TIE-IN

This display features a dynamic endcap along with colorful aisle violators categorizing product sections. Large graphics on shelf fronts allow products to be easily identified and located.





HI-BALL AQUA WIRE DISPLAYS

These wire displays take moments to set up, are efficient to warehouse, and instantly create a selling space in grocery or c-stores. These programs promote incremental impulse sales with a small footprint.





HONDA MOTOCOMPACTO GLORIFIER

We've deployed 1,100 displays to Honda and Acura dealerships nationwide, spotlighting the reintroduction of their Motocompacto Scooter to the global market. The display glorifies the scooter while offering a modular structure for potential future additions.





HYUNDAI ENVIRONMENT

Hyundai put Innovative in the driver's seat to create a more welcoming environment at their dealerships. This open plan features clean lines, integrates technology such as QR codes, AR and interactive elements.





HYUNDAI MOTOR AMERICA SHOWROOM COLLECTION

This system was designed to be the “silent salesperson” for Hyundai and features easily updateable graphics.





IKAMPER SHOP-IN-SHOP

The shop-in-shop creates a welcoming environment where consumers can learn more about tents, stoves and other accessories. The interactive kiosk allows retailers to offer any item to the consumer, and they can still touch and feel a sample in store.





JOHNSON PUMP BY SPX FLOW

Innovative brought organization to the chaos with this modular system which features 54 products within 14 different categories - in just 8' of space. The interchangeable product panels are easily updateable for assortment updates.

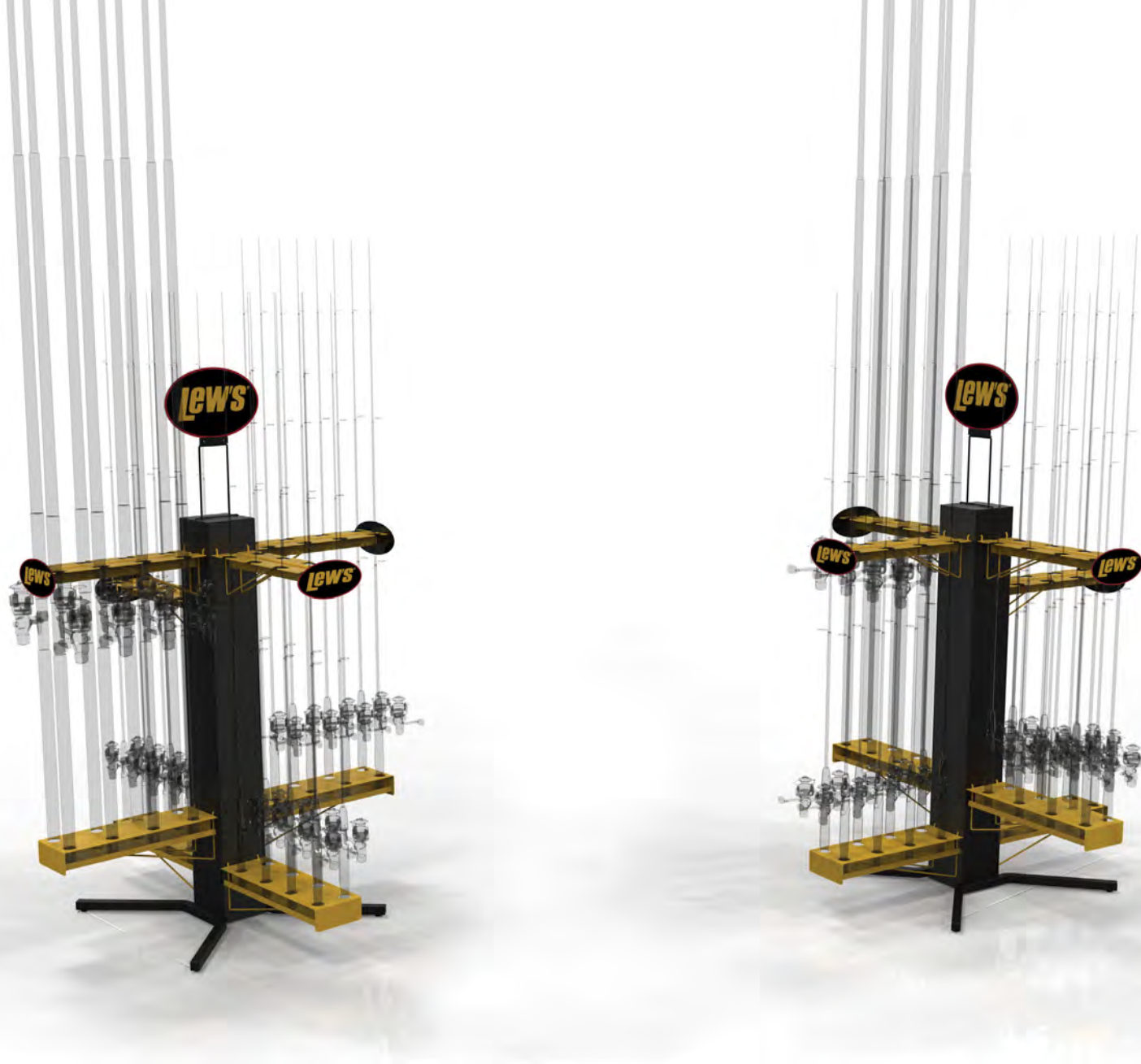




KICKER AUDIO BEST BUY DISPLAY

The Kicker Audio display program is one of 8 brands that shipped to 300 Best Buy locations. This 4-foot inline display was the only brand that was turnkey and didn't require retail service teams to install products or marketing materials afterward.





LEW'S FISHING FLOOR DISPLAY

This floor display was designed to hold all styles of poles ranging from deep sea fishing to small reels. By elevating the poles, we are improving sight lines for customers within the store. The display ships unassembled and sets up easily.





LIFESTRAW FLOOR STANDS

These versatile displays can hold LifeStraw Go product or LifeStraw Personal product depending on the needs of the store.





CLICK HERE
TO VIEW
ANIMATION

LITHONIA COUNTER AND SLATWALL DISPLAY

This interactive display features clear sides which highlight the slim profile and simple installation of the new Lithonia LBR Series recessed can light. Key selling points organize information for homeowners and the pro-shopper alike.





LOCAL BOY OUTFITTERS HAT DISPLAY

The Local Boy Outfitters display is a space efficient design that allows for hats and accessories to exist on the same rack. The graphics have a classic wood look and are printed to save on cost and weight when shipping.





LOCO COOKERS DISPLAY

The Loco display is designed to be space-efficient, brand forward and allow for increased awareness and easy merchandising of accessories.





OMA AWARD
Outstanding
Merchandising
Achievement

LOWE'S COLOR WALL

Sherwin-Williams and Lowe's chose Innovative to handle the design, manufacturing, and logistics of their largest merchandising reset to date: the complete re-imagining of the Color Wall for all U.S. and Canada locations. The reset consolidated two distinctly different paint brands into one cohesive category presentation.





MARSH WEAR DISPLAY PROGRAM

The Marsh Wear display program marks a significant milestone as the brand launches its inaugural comprehensive program. Each element is meticulously designed to seamlessly integrate into a cohesive unit, catering to individual retailer needs within an integrated in-store shop-in-shop experience.





MARUCCI MERCHANDISING SYSTEM

Marucci turned to Innovative to freshen up their in-store merchandising. The refresh incorporated accessories such as gloves and hats, in addition to bats.

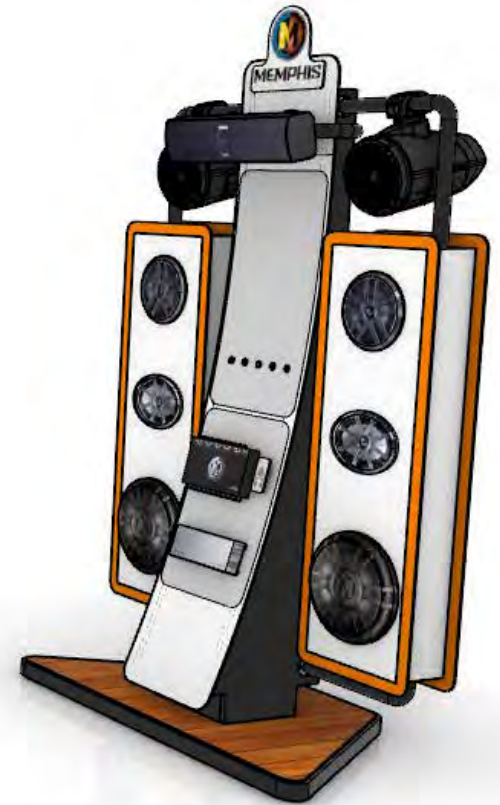




MAUI JIM LENS DISPLAY

Small and compact with a flexible pull out information card, this display will proudly fit on any counter top.





MEMPHIS CAR AUDIO DEMO UNIT

Memphis Audio wanted to demonstrate the depth of their speakers, so Innovative created an amazing display platform that can change over time. Innovative also incorporated a wiring harness that demos the speakers in stages to enhance the consumer experience.





MESSERMEISTER WEB-ENABLED KIOSK

Messermeister wanted to demonstrate the weight and feel of their knives in a safe and secure way. This display features an interactive touchscreen allowing consumers to browse through the product library and select knives to ship directly home without the retailer having to stock any inventory.





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Merchandising
Achievement

MINWAX STAIN DISPLAY

Innovative came up with a fresh new look for the Minwax stain presentation. Five different versions of the display were shipped to 3,700 stores. Innovative handled over 230,000 stain chips, produced 50,000 graphic elements, and QC'd almost a million items prior to assembly.





NANOLEAF DEMO PANEL

Nanoleaf appeals to the senses by allowing you to automate lights that dance to the beat of music or change with your mood. These displays shipped KD and assembled quickly at Best Buy.





NATURAL AMERICAN SPIRIT HANGING SIGN

Reynolds was looking for a uniquely branded hanging sign to draw more consumer awareness of their product, use recycled and repurposed material, and be easily recognizable as environmentally friendly.





NAVISTAR DEALER SHOWROOM

Innovative designed an entire menu of display items and selling tools to augment Navistar dealerships and provided space planning, installation support, and consulting services.





NEXEN TIRE DISPLAY

This dynamic display ships in a compact format and features two removable offroad tires, a bold, double-sided header, and dual product detail graphics. The sophisticated balance of the display's diagonal form emphasizes the quality of the Nexen product and drives home the idea that Nexen is a future-forward brand.





OLYMPIC INTERIOR STAIN DISPLAY

The display shipped fully-assembled to over 1,700 Lowe's stores. Custom, color-mix stains are presented on both pine and oak. The assembly process was complex and involved rigid quality control.





OONI BUDGET DISPLAY

The Ooni Budget Display allows the retailer to easily display an Ooni unit on the countertop and has space for the add on accessory purchase. This display is on casters so it can be positioned in high volume aisles during peak shopping periods.





OONI PREMIUM DISPLAY

The Ooni Premium Display design is inspired by a pizza oven. The modularity of the display allows for multiple displays to be arranged together, side-by-side, or as a wall to create a branded environment.





OPI COUNTER DISPLAY

A sleek, upscale counter display kicked off the national, co-branded program where paint and nail polish joined forces to attract the cosmetics-minded shopper. Innovative produced and drop-shipped 3,500 units.

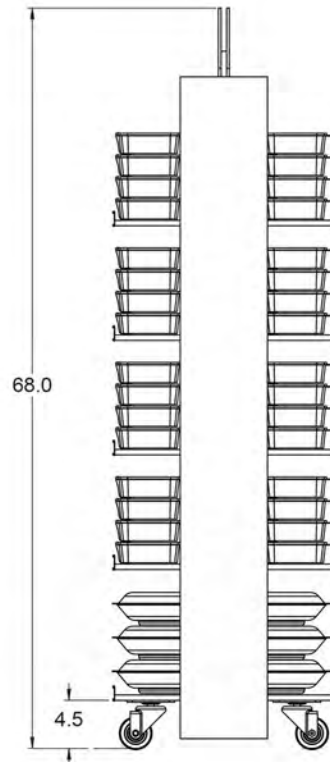
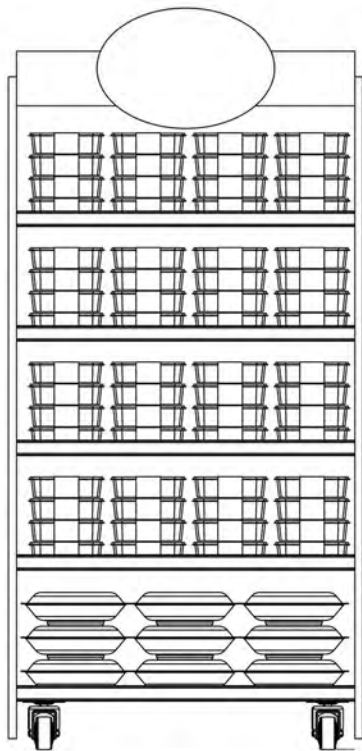
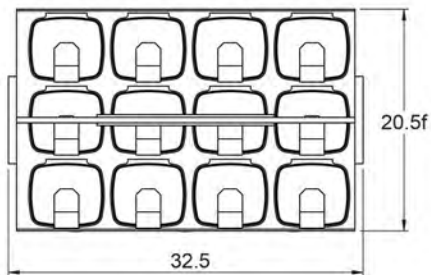




PACCAR FILTER DISPLAY

Paccar came to Innovative looking for a budget-friendly counter display to showcase air and oil filters. Innovative came up with a simple, yet bold, display that ships flat and is easy to assemble in stores.





PALMER CANDY DISPLAY

Palmer tasked Innovative with creating a wood display that ships fully assembled with adjustable shelves. The unit is engineered to hold bakery tubs weighing 7 to 12 oz. each, with 32 to 48 tubs per shelf.





PELICAN DISPLAY

Designed to be eye-catching and modular, this display can be single or double-sided to flex with the retailer's needs.





Pfister WALL SYSTEM

This modular display system flexes from 4-ft. wide to 8-ft. wide and is designed so that consumers and architects can interact with products and remove them to place on countertop surfaces to see how colors and finishes coordinate. This design feature also allows products to be easily updated throughout the life of the display.





PLANO SYNERGY RETAIL PROGRAM

Each display that Innovative created for Plano's Retail Merchandising Program has a common structure that allows for flexibility in merchandising and branding. The display system accommodates shelves, peg hooks, hanging bars, and interchangeable graphics.





CLICK HERE
TO VIEW
ANIMATION

PURDY DUMP BIN

Purdy teamed up with Innovative to create a compelling “dump bin” for its bulk roller covers. A real attention grabber, this mobile solution features a 3D-oversized roller header with the Purdy logo. Accessory products and tools were merchandised on the backside for incremental, add-on sales.





RAZER DISPLAY FOR BEST BUY

With a growing population of gamers now spanning two generations and crossing gender boundaries, Razer is leading the charge with female gamers. The display is built so that products can be easily added and removed over time and graphics can be easily updated.





REALTREE DISPLAY SYSTEM

Innovative created a modular system which allows Realtree to create a shop-in-shop environment and pull together all of their sub-brands. This support system is designed to tie into the Realtree DNA, yet also be flexible enough for future updates.





RED BULL COUNTER DISPLAY

Designed to hold five different flavor varieties of Red Bull, this gravity-fed merchandiser allows product to be top-loaded and without jamming. Bold Red Bull graphics and custom, silver powder-coat are eye-catching and add to impulse sales.





REJUVENATE MODULAR DISPLAY

The display is modular so that the shelf locations and pegs can be easily adjusted as items are added and/or removed. The header features dimensional letters to grab consumers' attention.





RESQWATER FLOOR STAND

This project stayed true to design integrity while squeezing every drop of cost out of the production pricing. Diligent value engineering, overseas production, and strict quality control to the ResQ!

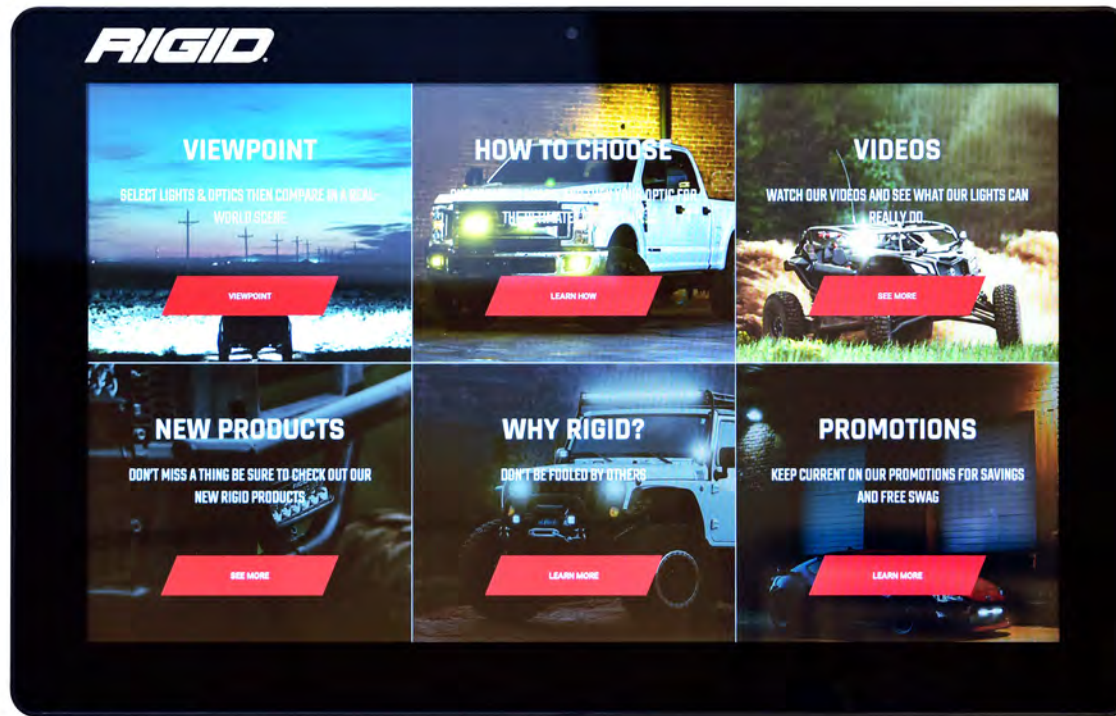




RIGID ADAPT COUNTER DISPLAY

This display features edge-lit letters, an active controller, and a monitor to draw the consumer into the exhilarating lifestyle of off-roading while also showcasing the product's advanced technology.





RIGID MONITOR

Innovative produced this Wi-Fi-enabled touchscreen to help consumers navigate lighting accessories. The unit could be displayed on a counter-top or slatwall. This project encompassed the display as well as the application build-out.





RIGID ROLLING DISPLAY

Innovative produced a workbench-style display with the flexibility to support any Rigid light up to 36" wide. Key features include laser-cut logos throughout, changeable graphics, under-shelf lighting, and push buttons to test out the products.





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ROCKFORD FOSGATE AUDIO DISPLAY SYSTEM

Innovative created a family of audio displays with dimensional components and illuminated panels to highlight various sets of premium speakers. The display design allows the product and video content to be updated as new releases are unveiled.





SALT LIFE SHOWCASE

Salt Life wanted a display that harkens back to the brand's founding roots: ocean, beach, dock. We created a display that evokes a weekend at the dock with faux wood and beach scene graphics.





MIRROR FRONT



POLARIZED IMAGE BACK



SERENGETI POLARIZED DISPLAYS

This simple display shows off the polarization features of this classic line of premium sunglasses.





SHURE HEADPHONE/EARPHONE DISPLAY

Already the leading brand in the industry for artists and music engineers, Shure wanted to bring their products to the everyday consumer. Innovative designed an endcap that leverages brand awareness and makes a prominent statement at retail.





SKINNY WATER GONDOLA

The Skinny Water Gondola is designed to be a home within a home for T-shirts, hats, stickers, swim suits and hoodies. This ships unassembled to reduce storage and freight costs.





SKINNY WATER CULTURE DISPLAY PROGRAM

This display program features clean lines and SWC branding with shelves that can support hats or apparel.





SMITH OPTICS SUNGLASS CASE

Innovative developed a 2-sided fixture with a wrought-iron frame that supports glass doors and includes a locking base with a textured wood finish. A cable system holds the mirror and clear acrylic product holders.





SPLENDA MODULAR DISPLAY PROGRAM

Splenda partnered up with Innovative to improve brand presence and bring organization to the Low-Calorie Sweetener Aisle. This modular display kit is engineered to accommodate various gondola configurations which makes sell-in across various grocery channels a breeze.





SPX POWER TEAM FLOORSTAND

SPX showcases products at MRO (Maintenance/Repair/Overhaul) and construction supplier outlets. Display features include interchangeable panels, updatable graphics, and storage in a compact footprint.





SPY FAMILY OF DISPLAYS

When Spy decided to relaunch their brand, the goal was to be authentic to their roots: unique, inventive, fun, and forward-thinking. Innovative designed a family of display elements that stay true to this ethos. The Spy family of displays includes two floor displays, a counter display, and several different glorifiers and mirrors.





SPY MONOLITH INFLUENCER KITS

To complement their retail displays, Spy teamed up with Innovative to create buzz around their freshest product line: Monolith. These multi-material influencer kits included product glorifiers and dimensional logo plaques for prime brand placement in social media posts.





ST. JAMES WINERY DISPLAY

St. James was looking for a rustic, clever method of merchandising bulk wine bottles that was not a “cut-case, ho-hummer.” This inexpensive unit looks upscale and artisanal with a logo that looks like it’s burned into the wood header.





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Merchandising
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LOWE'S STAINMASTER ENDCAP

The launch of Stainmaster at Lowe's features a "core-color presentation" that easily flexes to accommodate four different end cap widths. The entire presentation is cost-effective, consistent with the reimagining of the department, and impactful.





STRIKER BRANDS 4-WAY

These displays support Striker Brands expansion into everyday fishing sun wear and have the ability to merchandise both hats and apparel. The 4-way is height-adjustable for longer garments and features easily updatable graphics.





HGTV HOME BY SHERWIN-WILLIAMS FOR LOWE'S

This massive 24-ft. stretch of paint merchandising was installed in 1700-plus locations in the US and Canada. It towers 16-ft. in the air to create a dramatic and awe-inspiring branding proposition.





SHERWIN-WILLIAMS PAINT ADVISOR

Dimensional paint cans along with sheen samples help customers choose the right paint and finish for their project. “How-to” literature, color cards, and product information also help educate and inspire.





SHERWIN-WILLIAMS PROMO UNIT

Designed to accommodate everything and anything, this selling tower flexes to hold paint cans or roller covers. This durable workhorse is versatile and built to last.





SWELL DISPLAY

The compact format of the Swell display demonstrates the flexibility of the Swell product in a small footprint. The curved back panel was designed to echo the shape of the product itself and allow space for a large feature image.





TAIGA CONFIGURATOR

This web-enabled kiosk educates consumers on the features and benefits of each item and walks them through a configurator so they get the right product for their lifestyle, freeing the retailer from investing in costly store inventory.





TOYOTA PARTS CENTER

Product SKU positioning and dealership training were key aspects to this successful launch.





TRD SHOWROOM ACCESSORY DISPLAY

TRD wanted to showcase the coolness and quality of their parts/accessories without showing everything. A separate parts catalog was included, and the entire presentation was modular and easily updatable.





TRP BRAKE PAD

BENEFITS:

- FMVSS 121 CERTIFIED/
ECE R90 APPROVED
- LOW-COPPER FORMULAS IN
COMPLIANCE WITH U.S. BETTER
BRAKES LAW
- TWO LEVELS OF FRICTIONS OFFERED
(HIGHWAY/SEVERE DUTY)
- FULL OE HARDWARE WITH EVERY SET
- SUPERIOR PAD TO STEEL ATTACHMENT
- PERFORMANCE COATING TO
ENSURE FULL PERFORMANCE ON THE
FIRST STOP

TRP BRAKE PAD DISPLAY

Innovative designed a brake pad counter display with the same look and feel as the brake chamber and bellow to achieve a consistent look for the family of products. Innovative replicated TRP's brake pad in lightweight, cost effective urethane.





TRP BY PACCAR

Innovative helped TRP expand its brand to drive sales and increase parts profits.





TRP WIPER DISPLAYS

Inline and floor display options cost-effectively merchandise a variety of wiper blades used in the heavy-duty truck market. The freestanding unit has the double-sided capacity for up to 16 SKU's.





TRUCK ACCESSORIES GROUP BEDSLIDE DISPLAY

Truck Accessories Group needed a display that would feature Tonneau covers and bed slides, and this modular display accomplishes that and more. Our design allows for the integration of accessories and includes an interactive monitor.





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TRUE VALUE PAINT CAROUSEL

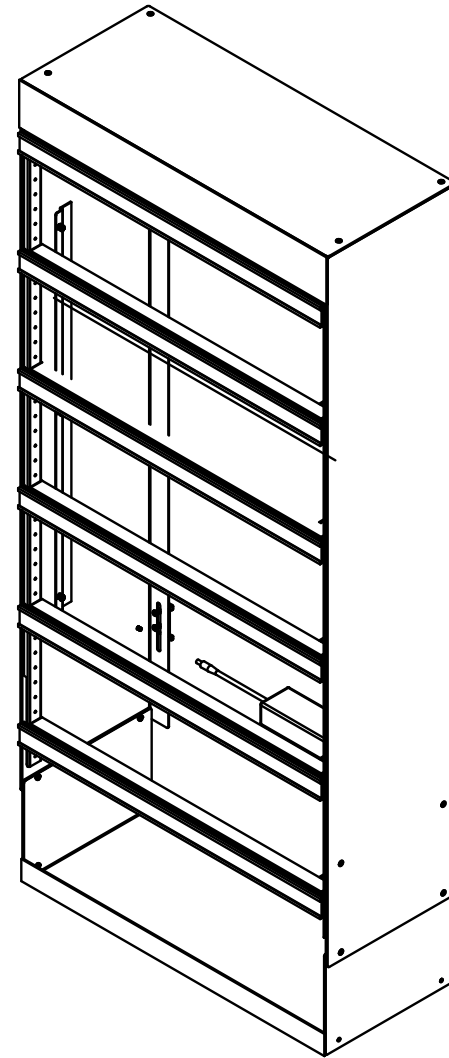
True Value partnered with Innovative to execute a drastic design overhaul to their paint department. They wanted a dynamic shop-in-shop to welcome customers into the world of color. Innovative's award-winning design was implemented in stores across America and proved to be a huge success!





CLICK HERE
TO VIEW
ANIMATION

48" CONFIGURATION



54" CONFIGURATION



OMA AWARD
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TWEEZERMAN SHOWCASE

Ulta was delighted with the organization and illumination we brought to the Beauty Implements aisle with this clever display. The Tweezerman showcase can easily change in height from 48" to 54", allowing one fixture to ship to all Ulta store types regardless of gondola size.





WARN SIDEWINDER + HYPERLINK DISPLAY

Innovative value-engineered two different counter displays - one for winches and another for the new sidewinder and double-shackle product so that consumers can easily understand how the product works.





WETSOUNDS COOLER DISPLAY

This simple display provides a platform for retailers to feature the Wetsounds cooler allowing consumers to hear audio quality and learn about the different coolers and their capabilities.





WETSOUNDS STEALTH DISPLAY

This display allows shoppers to experience premium audio like never before and demonstrates flexibility to mount the Stealth soundbar to a boat, ATV, or golf cart.





WETSOUNDS TOWER AUDIO DISPLAY

It has been five years since Wet Sounds last deployed its listening stations. This revitalized program endeavors to infuse stores with the same ambiance and essence, utilizing contemporary materials. Its adaptable structure seamlessly aligns with product evolutions. Upon shipment, two distinct finish treatments were available.





WILEY X SUNGLASS DISPLAY

Innovative designed a modular optics display with a black metal structure and a mirrored header with an illuminated Wiley X logo. The display features “floating” glass cases to highlight three categories of sunglasses along with a locking storage base.





W.R. CASE DISPLAY

As a trusted American-made brand, W.R. Case wanted a display that is true to its heritage and speaks to the evolution of their product while capturing consumer attention.





YAKIMA MODULAR DISPLAY SYSTEM

This modular concept allows Yakima to scale their presentation based upon the store's footprint, volume, and the products they carry.





YALE COUNTER DISPLAY

This small, budget-friendly display shows consumers how Yale's lock system works. The wood and metal accents allow consumers to envision the product in their home. This display works well as a leave behind after a sales call.





YALE AUGUST LOCK INLINE FOR LOWE'S

Yale was looking to educate consumers on smart home locks in a small footprint while accommodating an array of different lock options. Innovative developed a modular display that can flex to support multiple assortments.





YAMAHA AUDIO BRAND STATION

Innovative created a premium inline experience which distinguished Yamaha as a leader in connected Home Audio. Shoppers can easily navigate features and select the product that works best for them.





YOKOHAMA FOUR TIRE DISPLAY

Four tires mounted to rims were displayed in a secure, safe fashion, and the whole unit was UPS-able. This award-winning design echoed Yokohama's position as an industry-innovation leader.





YOKOHAMA TIRE GLORIFIER

The Yokohama tire glorifier is designed to securely hold tires on rims. Several units set up in a line present the entire ADVAN assortment. The laser-cut metal gave this display a techy, high-end feel.





YOKOHAMA SINGLE TIRE DISPLAY

This simple yet sophisticated tire display is designed for versatility and durability. The display adjusts to accommodate all Yokohama tires, from the smallest to the largest tires, and securely holds the tire by the sidewall.





ZEAL OPTICS GOGGLE GLORIFIER

This high-end merchandiser features Zeal's best-selling goggles floating in an illuminated glass case, includes inventory storage and features an edge-lit logo.





ZEVIA RACK

These value-engineered displays can hold (12) 16-oz. cans on each of 4 shelves.



Provider or Partner?

A PROVIDER WILL GET YOU DISPLAYS. A PARTNER WILL GROW YOUR BRAND, BUILD YOUR SALES, AND CONTRIBUTE TO YOUR COMPANY.

“

My partnership with Innovative helped me grow Sherwin-Williams Stores into the leading paint retailer in the US. I was successful in my career because Innovative helped me do what I needed them to do, and they delivered!

- Paul D. Cobb

Director of In-Store Experience
at Sherwin-Williams - Retired

”





THANK YOU!

Let's create a better shopping experience together.



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