



CAPABILITIES
PRESENTATION
SEPTEMBER 2022

“

It's nice to meet you!

We would like to thank you for giving us the opportunity to share our expertise with you.



*We are
Innovative.*

**WE DESIGN &
CONSTRUCT DISPLAYS
THAT MAKE AN IMPACT
AT RETAIL.**



We pride ourselves on creating effective custom retail communications, displays, and merchandisers for both brands and retailers.

We maintain a cost-effective business structure which allows us to remain brutally competitive, thereby offering our clients value every time.”



INNOVATIVE GLOBAL REACH

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



We are Full Service

**“ WE PRIDE
OURSELVES ON
OUR GLOBALLY-
PROVEN PROGRAM
PROCESS.**

”

Our time-tested and scalable approach ensures that our display designs elevate your brand.

Our services are gears that mesh seamlessly together and drive your project forward.



INNOVATIVE PROCESS

WE PRIDE OURSELVES ON THE SUCCESS OF OUR GLOBALLY-PROVEN PROGRAM PROCESS.

Our approach ensures that your display designs elevate and grow with your brand. Creative Design, Engineering, Prototyping, Manufacturing, Quality Assurance, Warehousing & Inventory, Customer Service and Installation are gears that mesh seamlessly together propelling your project forward.

**DESIGN.
PROTO.
BUILD.
REPEAT.**

Creative Design

Prototyping

Engineering

Manufacturing

Installation

Quality Assurance

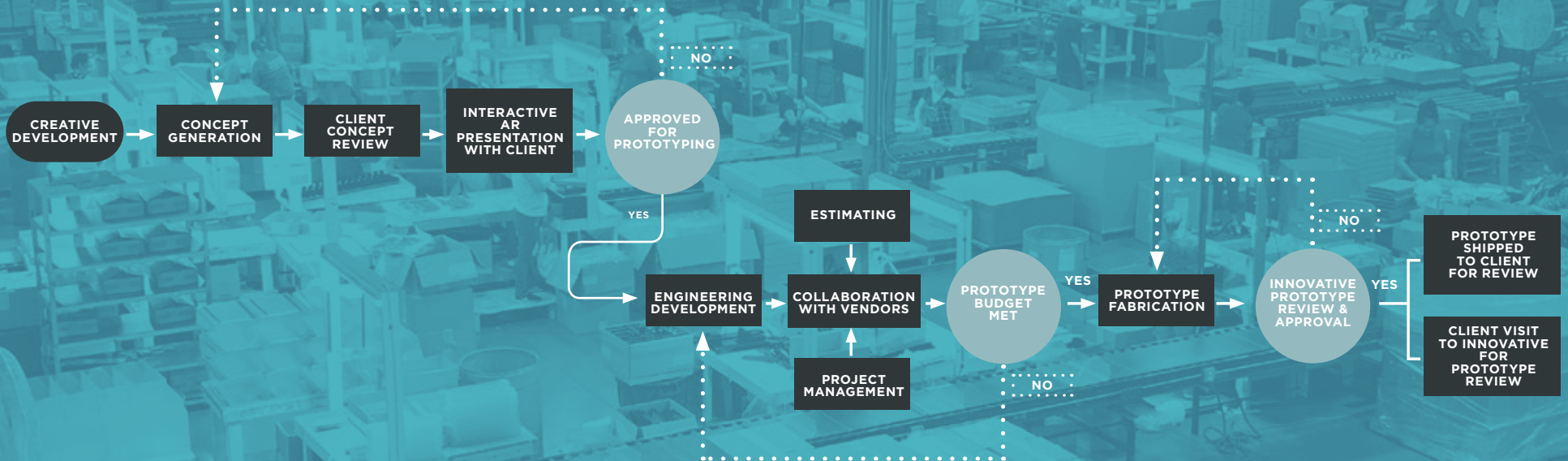
Warehousing
& Inventory

Customer
Service



PROTOTYPING WORKFLOW

Our detailed workflow below tracks our prototyping process and includes milestones and stages of client approval.



MANUFACTURING & INSTALLATION

MANUFACTURING

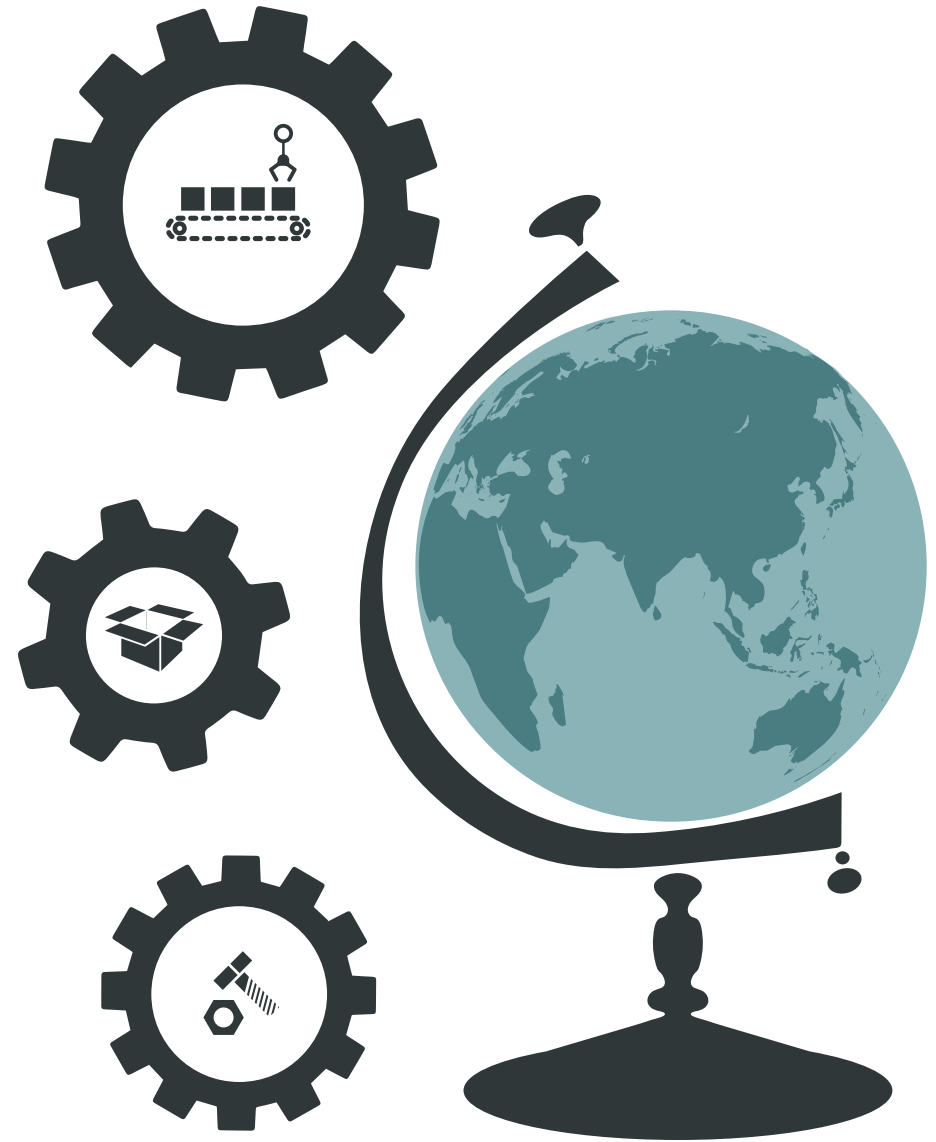
Over the years, we have developed strong, long-term relationships with our partners who we entrust and hold responsible for manufacturing successful projects. This allows us to work in all materials and processes, and not be constrained by a specific need to produce in all metal, all wood, etc.

INSTALLATION

Services offered domestically & internationally include:

- Site Surveys & Reporting
- SiS & Fixture installation
- Store refurbishments
- Pop-ups
- Maintenance
- Import/Export

Our full range of services are provided across the APAC region, managed locally through our installation partner's Tokyo office. Projects completed across territories include: China, Japan, South Korea, Singapore, Australia, New Zealand, Macau, Philippines, Thailand and India.



REPORTING & TRACKING PROCESS

KEY ASPECTS INCLUDE:

- Individual location recap report with photos of each display element are submitted at the conclusion of each installation.
- Final walk-through checklist document with retailer sign-off required.
- Warranty Process followed for any/all issues.
- Innovative's Project Team will track schedules, installation progress, documentation, and issues/resolution.
- Any issues will be reported in real time, and are tracked to resolution.
- A master status report will be provided daily to the client.

No.: 00011
Date: 02/02/2021

MENARDS NEW STORE - DUTCH BOY

MENARDS NEW STORES - DUTCH BOY

Store # 3380
Store Address 353 Brantice Dr
City West over
State WV
Zip 26501
Date 01/28/2021

DUTCH BOY MATERIALS

All materials arrived in good condition? YES

INSTALLATION

WEEKEND MAKEOVER display installed successfully. YES
WEEKEND MAKEOVER retrofitted to One Coat successfully. YES
One Coat PHOTO



COLOR LIBRARY display installed successfully. YES

Submitted by Cindy DeWulf-Shipley at 02/02/2021 16:35 UTC
Captured at 02/02/2021 16:35 UTC
Submission ID: 9E078854-5776-4D95-8B98-86A29FC8584 Page: 1

No.: 00011
Date: 02/02/2021

MENARDS NEW STORE - DUTCH BOY

Color Library PHOTO



SIMPLE SOLUTIONS installed successfully. YES
Simple Solutions PHOTO



WALL OF COLOR display installed successfully. YES

Submitted by Cindy DeWulf-Shipley at 02/02/2021 16:35 UTC
Captured at 02/02/2021 16:35 UTC
Submission ID: 9E078854-5776-4D95-8B98-86A29FC8584 Page: 2

No.: 00011
Date: 02/02/2021

MENARDS NEW STORE - DUTCH BOY

Wall of Color PHOTO



CONCO installed successfully. YES
Conco PHOTO



CONCO Back Graphic installed successfully. YES

Submitted by Cindy DeWulf-Shipley at 02/02/2021 16:35 UTC
Captured at 02/02/2021 16:35 UTC
Submission ID: 9E078854-5776-4D95-8B98-86A29FC8584 Page: 3

No.: 00011
Date: 02/02/2021

MENARDS NEW STORE - DUTCH BOY

All displays wiped clean. YES
All packaging and debris disposed of properly on site. YES
Describe any open issues here.
Call John at 630.388.9054 or Mike at 708.420.3732 with any questions.
Store/Department Manager Name Eric
Lead Installer Name Joe Taylor
Lead Installer Signature 

Submitted by Cindy DeWulf-Shipley at 02/02/2021 16:35 UTC
Captured at 02/02/2021 16:35 UTC
Submission ID: 9E078854-5776-4D95-8B98-86A29FC8584 Page: 5

Example reporting

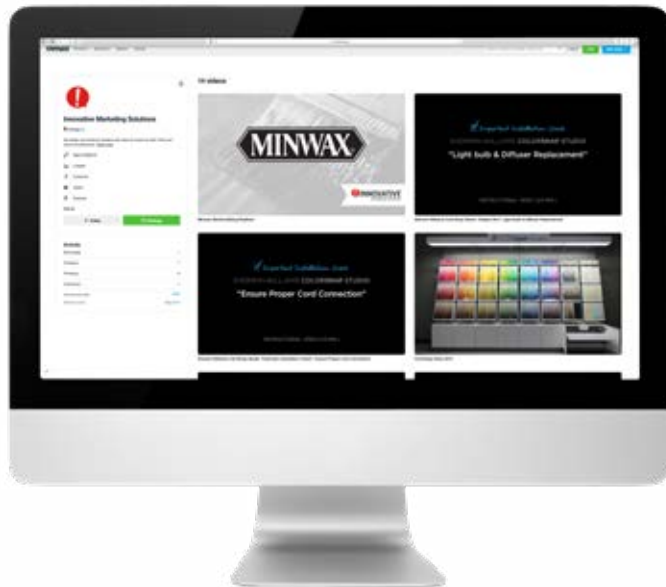


INNOVATIVE CUSTOMER PORTAL

INNOVATIVE PORTAL INTERFACE & FUNCTIONALITY

Through our robust client portal, clients can gain access to items such as inventory reports, instruction sheets, and even order replacement or damaged parts.

When a replacement part is ordered, an order list is immediately sent to our customer service support team who will fill the orders within 24-48 hours.



ONLINE TUTORIALS

Innovative offers online tutorials that walk you through display assembly and troubleshooting step-by-step.

Our toll-free number operates 24/7 with live CS staffing between 8:00 AM - 5:00 PM (CST) for questions and issues that cannot be successfully answered by the online tutorial videos.



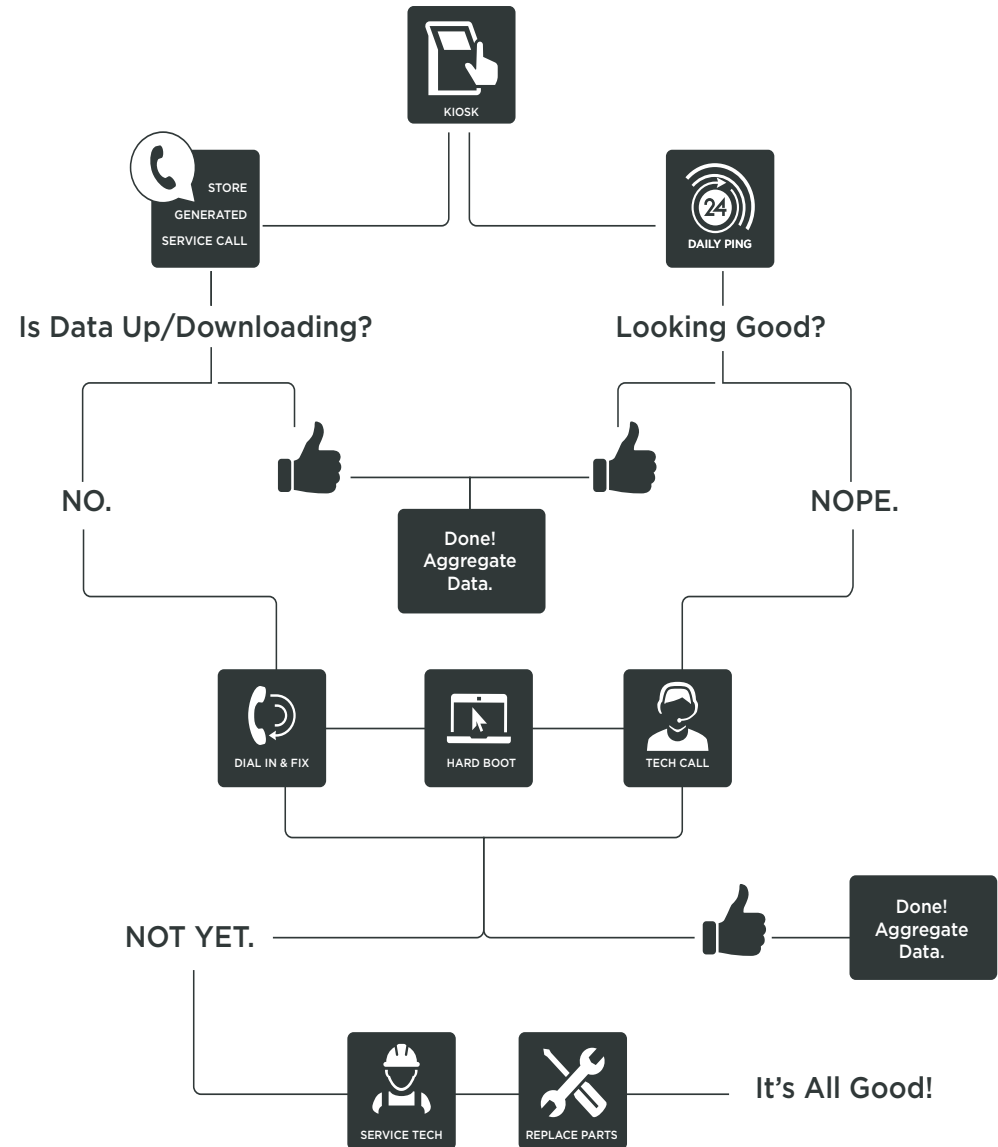
DIGITAL COMPONENT MAINTENANCE

TROUBLE SHOOTING PROCESS FOR DIGITAL/INTERACTIVE

- System health pings
- Remote content management (media change outs)
- Data analysis and capture



Messermeister Web-Enabled Kiosk

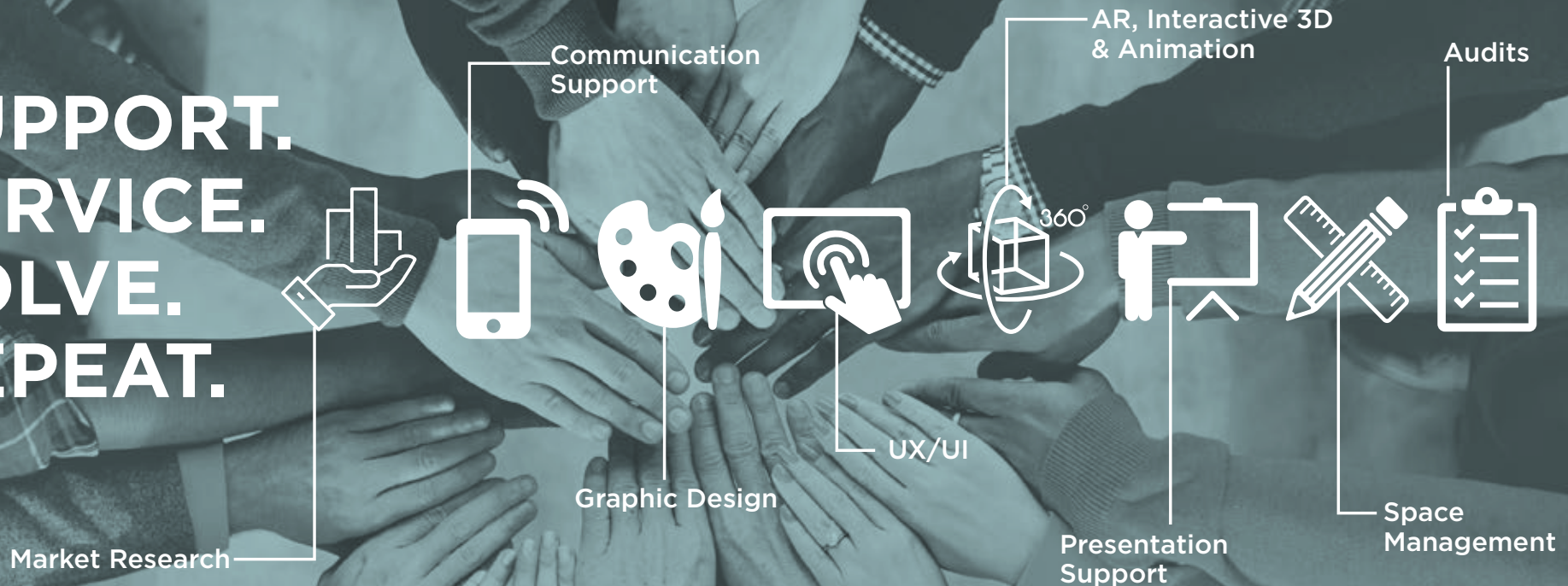


INNOVATIVE SERVICES

WE ARE THERE WHEN YOU NEED ALL HANDS ON DECK.

We offer a unique menu of professional skills through our à la carte services. These services are quoted on a per-project basis at an additional cost.

**SUPPORT.
SERVICE.
SOLVE.
REPEAT.**





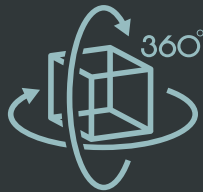
IN-HOUSE GRAPHIC DESIGN

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



MARKET RESEARCH

- Photo Audits
- Mystery Shopping
- Surveys



AR, VR & ANIMATION

- Interactive 3D Models
- Animation
- Augmented Reality



SPACE MANAGEMENT

- Planograms
- Space Management
- Field Surveys & Elevations



UX/UI

- Visual Design
- Wireframes
- Software & Hardware



POST-IMPLEMENTATION AUDITS

- Field Surveys
- Satisfaction Surveys
- Customized Training
- Installation Videos



COMMUNICATION SUPPORT

- Copywriting
- Sales-Service Support
- Field Announcements
- Sales Collateral



Case Studies

“

**WE ARE
BRAND BUILDERS.**

”

We approach every project as an opportunity to exceed our client's expectations and sharpen our capabilities.

The following case studies explore our partnership experience with clients, demonstrating our commitment to building innovative solutions that sell your product.



Case Study

SHERWIN-WILLIAMS COLORSNAP STUDIO

Sherwin-Williams engaged Innovative to redesign the color selection process and build a display that would elevate the brand as a hero in its category while creating a delightful shopping experience for their main audience: DIYers, Designers, and Contractors.



Case Study

INITIAL RENDERING

Sherwin-Williams had asked IDEO Chicago to develop a different way to shop color. Large color blocks narrowed the overwhelming color choices consumers were faced with in store. Once the consumer finds the right color family, the panel spins around to reveal the different color hues within that family. This simplification decreases decision-making time and relieves the stress of finding the perfect color.



Case Study

PROTOTYPE

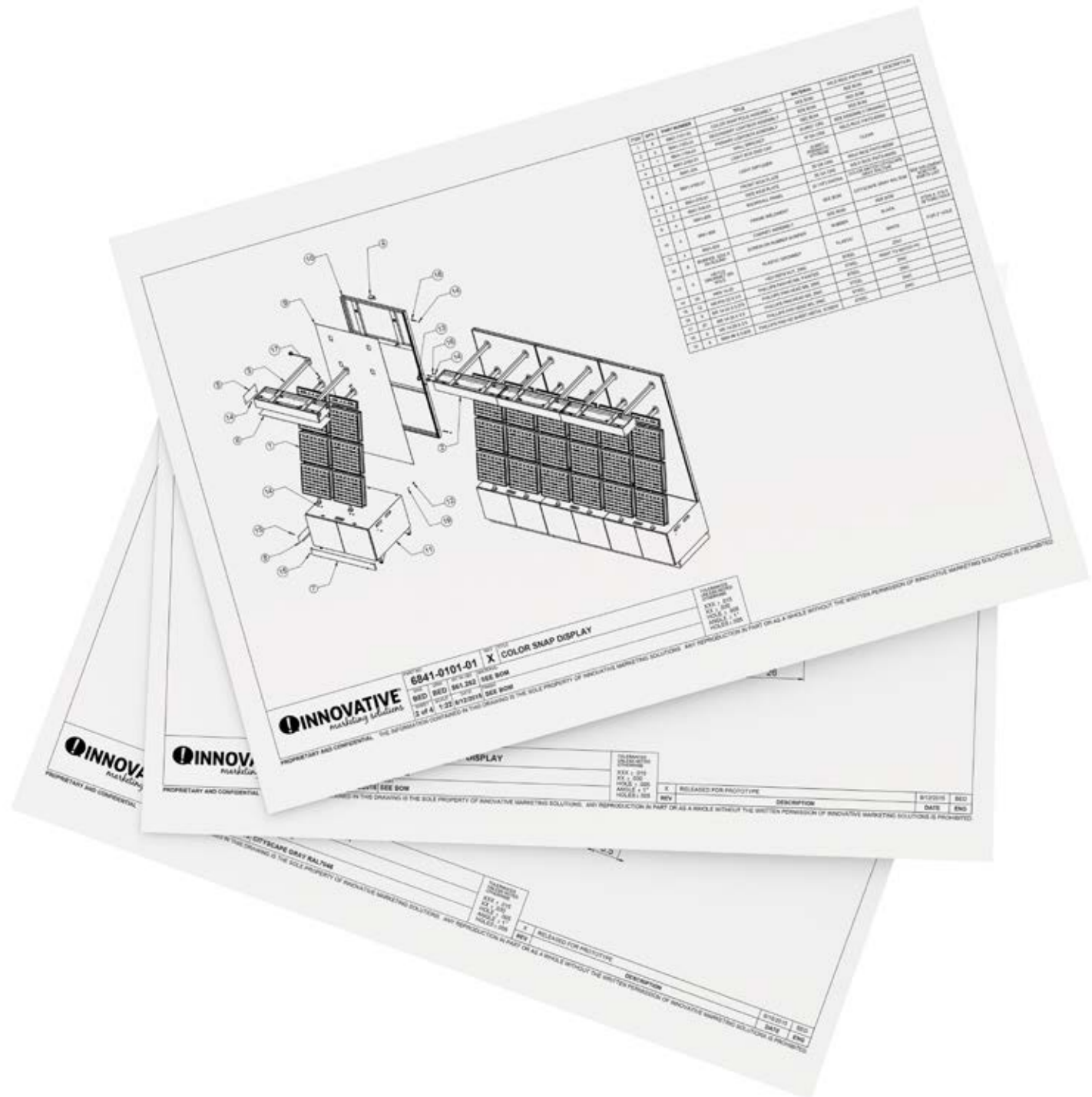
Innovative was asked to take the initial concept and bring it to life. One of the main challenges was to determine how to evenly illuminate all 1,232 color chips. Innovative's overall goal was to maintain the essence of the design while creating a structure that would function well for both consumers and store employees in a retail environment.



Case Study

ENGINEERING

Innovative worked closely with Sherwin-Williams to create several different versions of prototypes continually refining engineering until the perfect solution was achieved. Sherwin-Williams was delighted with the display's modularity and ease-of-assembly which allowed it to be placed in their stores with minimal disruption.



Case Study

STORE TEST

To test the program, seven working prototypes were installed around the country. Innovative personnel, along with Sherwin-Williams corporate management, traveled to each location and installed the display along with new color chips and collateral. Store sales were evaluated before and after the display change-out; and the 6-month test revealed a significant sales lift by bringing more DIY customers in to buy paint.



Case Study

MANUFACTURING

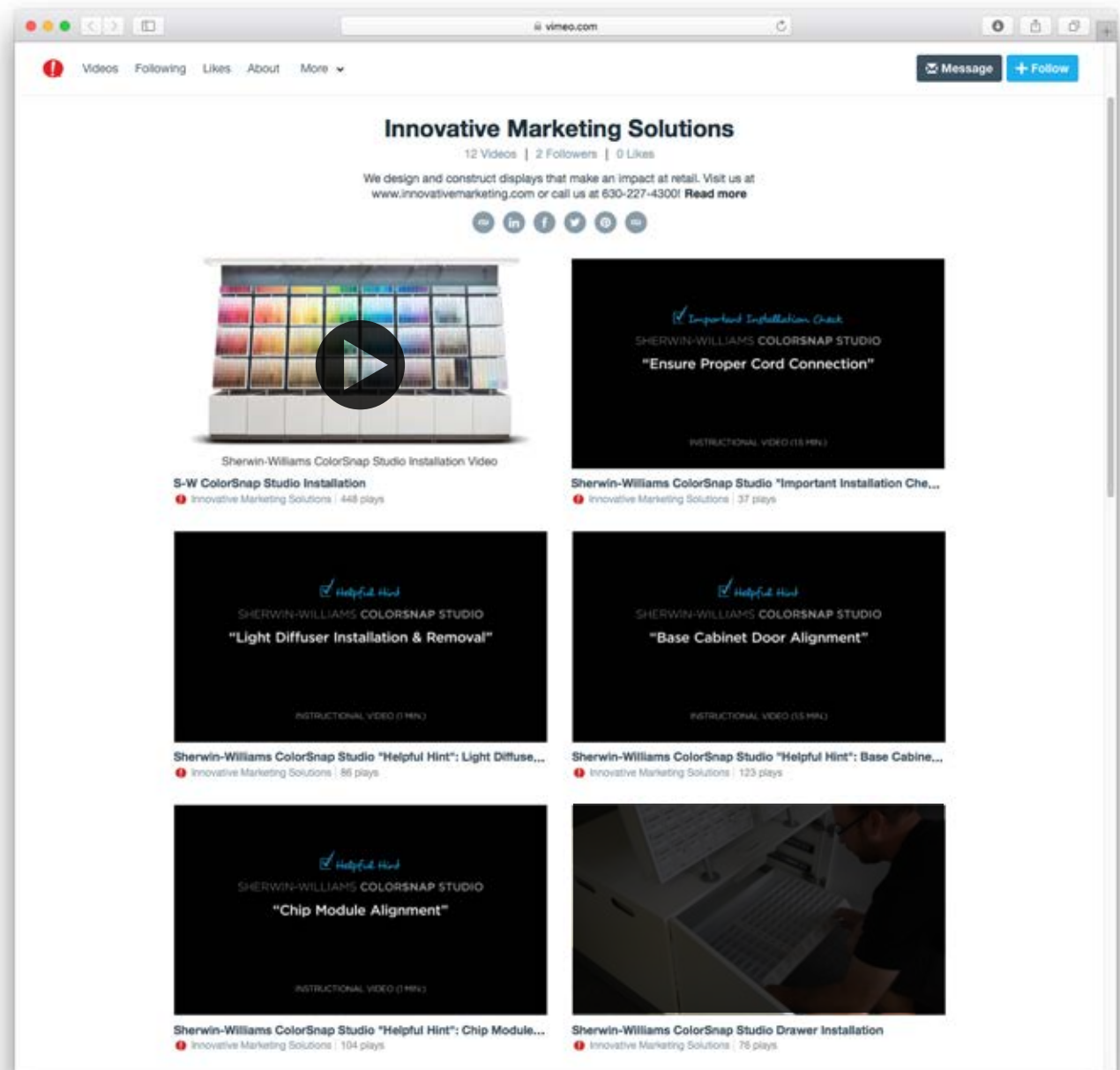
Executing the manufacturing plan for such a large program was no small feat. Innovative's team spent 21 straight weeks manufacturing and assembling units for store shipments at a rate of about 50 displays per day. 8,800 barcode labels were correctly placed on chip pockets every single day. Quality control for this program was critical. Innovative project managers were constantly on site to ensure a steady stream of just-in-time materials from over 26 suppliers in order to maintain the aggressive shipping schedule.



Case Study

INSTALLATION VIDEOS

In addition to a comprehensive 16-page illustrated installation booklet, Innovative created a 10-minute instructional video to help installers and store managers see and hear how to put together their new ColorSnap Studio display step-by-step. Innovative also created five short follow-up videos called “Helpful Hints” which highlight specific details of display setup. The videos and pdf installation guide are available 24/7 to all S-W stores through Innovative’s Client Portal.



Case Study

DISPLAY VARIATIONS

In addition to the 12-foot version of the display, Innovative was asked to design a variety of other displays that would be used in different environments.

Commercial stores in the U.S. and Canada required a display that would fit in a 6-foot space. The international display needed to have the same look, but take up even less space for outlets in Latin America. The countertop unit would have printed color chips for locations that could not house a larger display. Innovative was able to provide Sherwin-Williams with a cohesive brand image in all locations.



INTERNATIONAL DISPLAY



COMMERCIAL DISPLAY



COUNTERTOP
DISPLAY



Case Study

PROJECT SUMMARY

3 YEARS Innovative worked for over three years as the lead POP design, engineering, and creative consultant.

\$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.

UL-LISTED & APPROVED This was the first Sherwin-Williams Color Center to be fully UL-Listed and Approved.

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

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

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

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

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.



Display of the Year

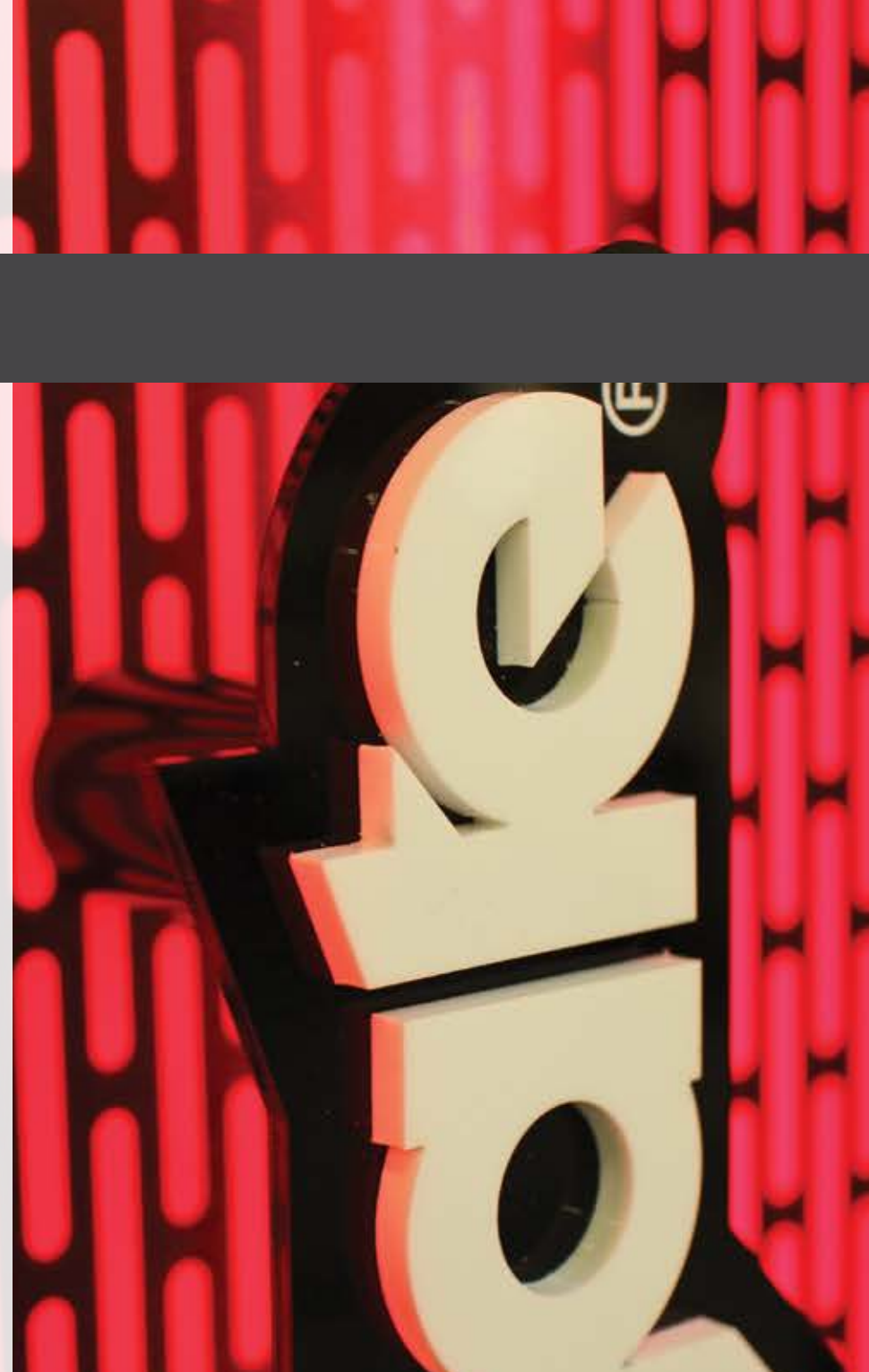


Case Study

ROCKFORD FOSGATE FAMILY OF DISPLAYS

Rockford Fosgate engaged Innovative to develop a new in-store merchandising system to increase sales and awareness of the Rockford Fosgate product assortment in key dealers and showrooms. The display needed to be an anchor for these keystone locations and live for 5+ years.

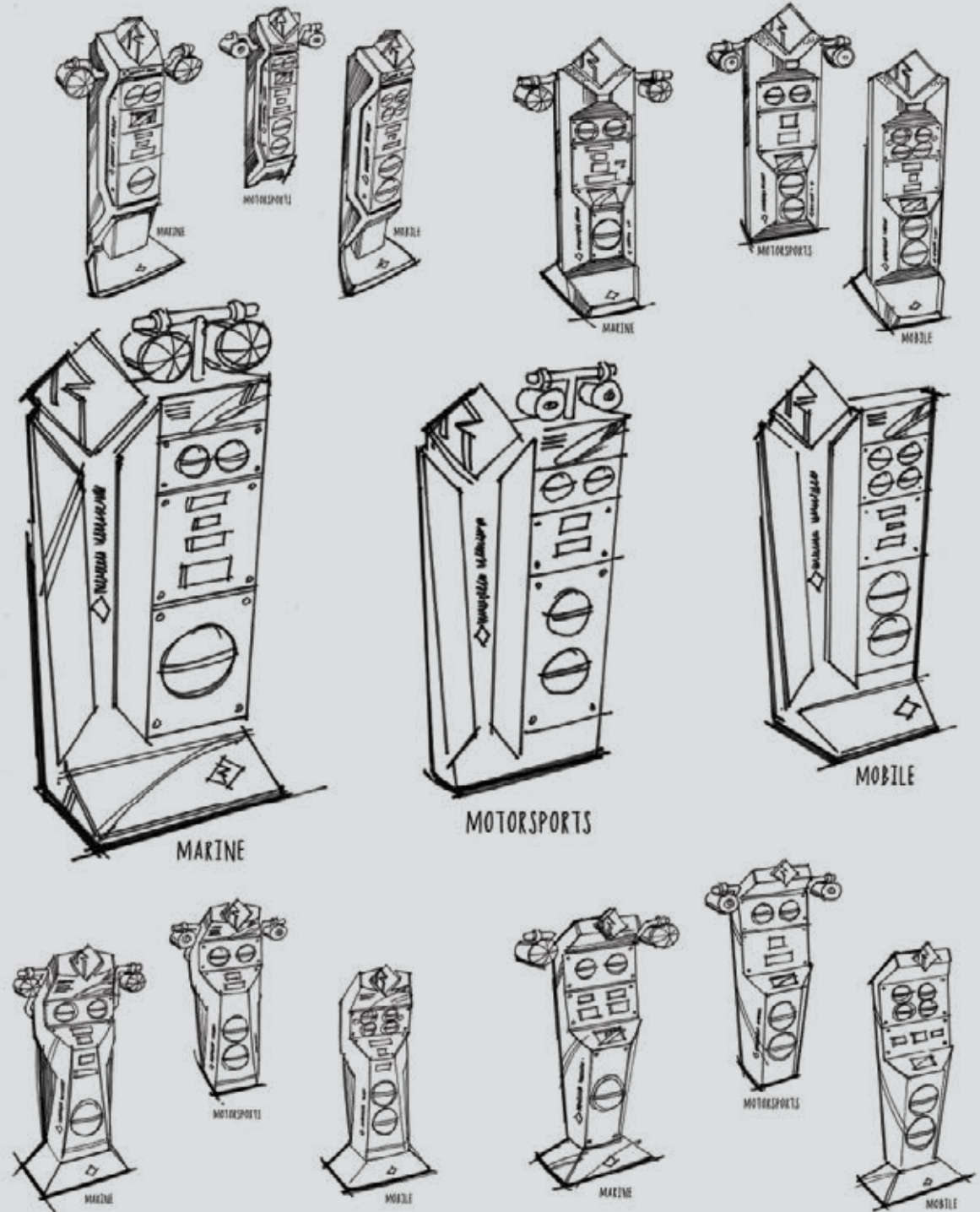
Innovative created a differentiated branded experience that engages consumers and allows associates to easily demonstrate the products through five genre-specific branded displays: Marine, Motorsports, Mobile Punch, Mobile Power, and Motorcycle. The display is easily updated for both digital content and graphic changeouts.



Case Study

IDEATION

In May 2018, Innovative worked to identify unique, eye-catching form factors that were on brand with Rockford Fosgate's DNA and vibe. After reviewing many sketched renditions, the "pillar" concept was ultimately selected.



Case Study

DESIGN REFINEMENT

Once the vibe and functionality were established, Innovative focused on creating five distinct displays to support each business unit. Design details included: the Diamond “R” pillar for brand recognition, water transfer decals on the side and base for product and category identification, thermoformed panels so product can be easily updated over time, features and benefits of the products and a magnetic vertical graphic set with a raised Rockford Fosgate wordmark floating over a red textured pattern. Three of the displays designs included a video monitor with looping content.



Case Study

REAL-WORLD TESTING

To test the program, Innovative worked with Rockford Fosgate to launch the family of displays at both the MESA Summit and SEMA tradeshow. At SEMA, all five displays were shown and located right outside the sales room. This high traffic environment allowed dealers to walk through and demo the units. After the SEMA sell-in window, Rockford Fosgate had orders for 702 units - more than 3 times the original goal!

The goal of the Mesa Summit was to pre-sell 75 units, and that goal was wildly exceeded when a whopping 225 orders were gathered.



Case Study

MANUFACTURING

This project was a mammoth production process! In anticipation of the volume of product that was to be manufactured and shipped, the QC and assembly planning started during the final prototype phase. Innovative and manufacturing team members met to review the prototype, engineering drawings, and initial packing schemes before the POs were even issued to Innovative.

All materials were thoroughly detailed on the production prints, and first-article production parts were reviewed and inspected against the engineering files.

Before launch, two complete sets of product were sent in by Rockford Fosgate so audio components could be test fitted on the production line.



Case Study

CUSTOMER SERVICE

As part of this partnership, Innovative provided Rockford Fosgate with a Customer Service Support plan tailored for their program. This plan included manning a dedicated toll-free 800 number to provide service for all Rockford Fosgate calls, managing the process of shipping spare or replacement parts to dealerships and placing follow-up phone calls confirming that stores received part shipments.

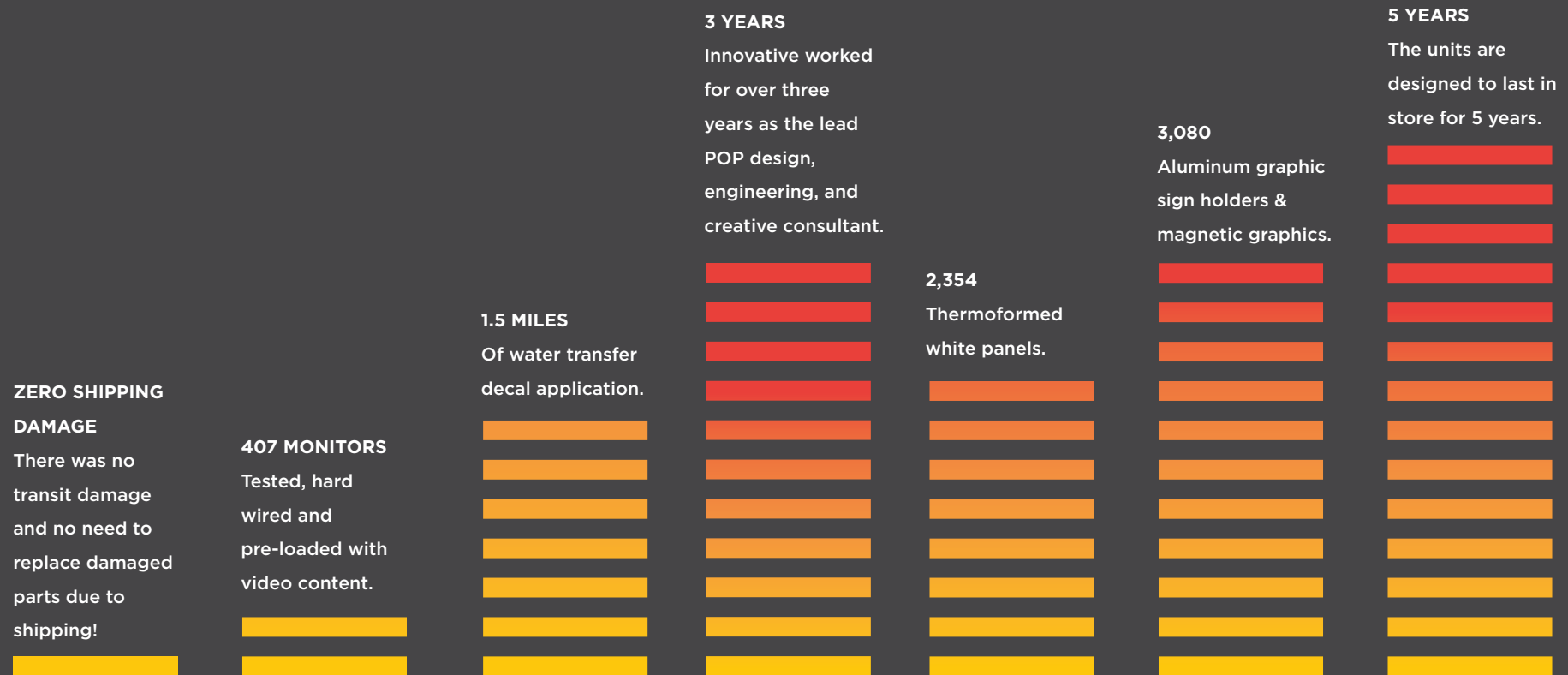
The Innovative team handled store calls on a wide variety of topics and the store personnel who called the 800 number were excited about the new program and commented that Innovative Customer Service was professional, courteous, and pleasant to work with.



Case Study

PROJECT SUMMARY

This program “cranked up the volume” when it came to production excellence. Innovative’s Project Managers were constantly on-site to ensure this launch ROCKED! Check out this all-star lineup of stats:



2021 Silver Outstanding Merchandising Achievement Winner



ROCKFORD FOSGATE

! INNOVATIVE[®]
marketing solutions

shop!
AWARDS



Case Study

MINWAX STAIN DISPLAY

In 2019, Innovative was asked to develop 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.



Case Study

MANUFACTURING VIDEO

A 2019 Bronze OMA winner, the display was designed to be assembled and installed on a Lozier or Madix rack with a Phillips screwdriver in less time than it takes to unpack the unit.



Click on the play button to learn more about the successful launch of this display.



Case Study

SHERWIN-WILLIAMS PAINT ADVISOR

Other than the color chip displays which feature the paint colors, the next most important display at Sherwin-Williams is the Paint Advisor display, which helps customers select the right paint for their project. How do you help customers select the right product from 19 different products available, in 58 different pricing options, and 16 different sheens? In addition, how do you make the entire presentation modular, updateable and accommodate futuristic, down-stream technology, too?

The answer was to call Innovative!



Case Study

INITIAL PROBLEM SOLVING

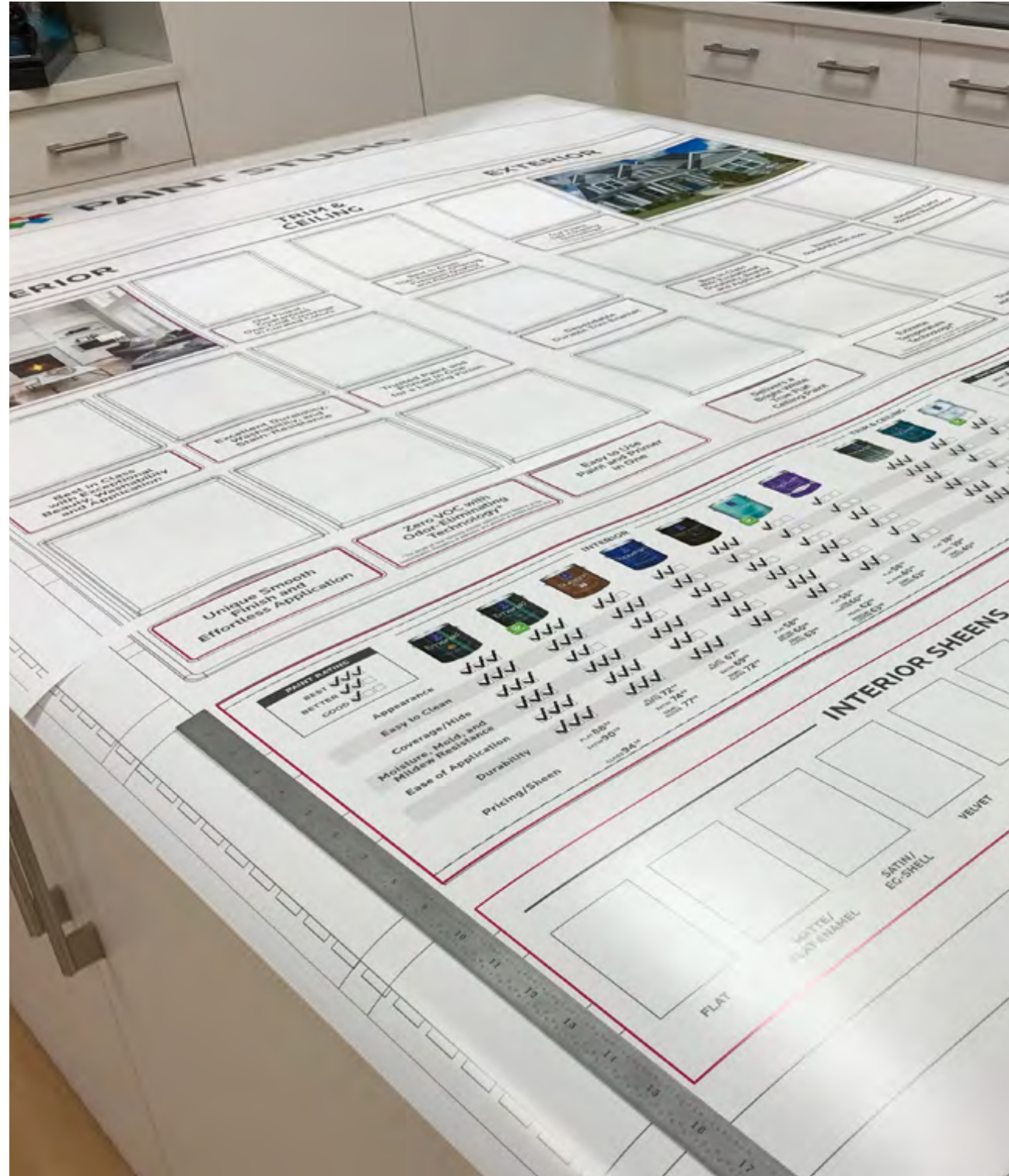
With so many product attributes, store selling scenarios, and different customer types to consider, Innovative's first step was to dive deep into existing and new consumer research. To best solve the retail problem, we had to immerse ourselves into all of the selling and buying details. Seeking more knowledge, Innovative conducted its own primary research via SurveyMonkey to find a merchandising angle that would drive the creative direction. Interviews with S-W store managers clarified what the design needed along with utility and ease-of-updates.



Case Study

IDEATION TREE

The key to the right design was to understand exactly how paint is purchased/sold in-store. For both contractors and DIYers, this is a “very assisted” selling process. Product was first segmented into three categories: Interior; Exterior; Ceiling and Trim. Mini-paint cans with key benefit statements by product were then presented to provide a “quick first sort” for customers. A “Check Chart” positioned below provides the next level of product detail, which helps customers continue the buying process. Finally, the “Pricing Chart” details what product is available by sheen.



Case Study

ENGINEERING FOR SUCCESS

To add another level of complexity, all elements of this presentation needed to be easily updated by untrained store professionals whose primary mission is to help customers and sell paint, not to “fuss” with displays. Every graphic panel, every can half, every aspect of this display needs to be quickly updated in minutes without disassembling the unit—no tools required. Innovative even created faux, removable graphic panels as placeholders to accommodate future new paint product launches in years to come.



Case Study

PROTOTYPE TEST

To make this retail challenge even more complicated, the display had to be able to be set-up on either Lozier or Madix shelving systems. The creative engineering solution allowed for the same brackets to be used for both racking types, but adjustable using a simple screwdriver. The same hardware fastener was used throughout to ease the assembly; less parts, less fuss. The prototype was “test installed” using S-W employees to verify that the instructions were clear and concise. Winner-Winner!



Case Study

MANUFACTURING

The POs were issued in January 2020, and production started in February. COVID showed up uninvited to the party in March, which meant the tried-and-tested manufacturing processes had to be reinvented on the fly. Innovative implemented crisis-management procedures to ensure safety measures were followed, without sacrificing quality control. With zero government guidelines to follow at this point in the pandemic, the roll-out's success hinged upon Innovative's production and customer service personnel to keep this project moving forward.



Case Study


DIGITAL BETA BREAKTHROUGH

Yet another project complexity was the Paint Advisor display in a digital touchscreen format. The downstream goal was to be able to change the static paint presentation into a digital presentation that would allow customers to view information on a big screen. Using the same display elements as the “core display,” new display components were designed, engineered and prototyped for three test-store locations. The test was launched at the start of the pandemic when “touch screens” became off limits for customers.




Case Study


PROJECT SUMMARY




Innovative spent over two years developing the ideation and rationale via independent research it conducted.




The launch required (6) cartons per skid for a whopping total of 24,000 individual cartons, all ISTA approved for safe transit!




There were 184,000 graphics that had to be printed, collated, and packed for the roll-out.



Designed to be assembled using only a screwdriver, this display installs in a jiffy.



Innovative molded 8,000 mini paint cans and collated the same number of mini paint can labels.




Innovative created a fixture dress-up system to cover up existing shelving saving money for S-W stores.



This solution works on either Lozier or Madix shelving with no additional brackets or fussing involved.



This solution was used to test a digital Beta initiative—same looks, same features, same WOW!



In less than one year in store, this display was already re-planogrammed to accommodate new paint products.



2021
shop!
AWARDS



**OMA AWARD
GOLD WINNER**



Click on the play button to learn more about the successful launch of Paint Advisor and Emerald End Deck.



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.

*Tammy 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*



Our Design Solutions

“ WHY DO WE LOVE OUR WORK?

BECAUSE OF OUR CLIENTS!

”

Our clients are marketplace leaders that demand performance.

We design and build award-winning retail displays for them that make an impact at retail.





Beauty & Cosmetics





ACE CLARK+KENSINGTON | 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 & drop-shipped 3,500 units.





2022 OMA
Outstanding
Merchandising
Achievement
Award



TWEEZERMAN

This modular display is expandable in height from 48" to 54" and easily mounts to the existing fixtures within the retail environment. The white interior is designed to brighten the space and make the consumer packaging stand out more while the gloss black exterior gives the display a premium look and feel. The channel strips feature consumer facing information and a hidden channel for inventory information as well. The LED down lighting is an option for all the stores that have power and this will brighten the space as well.



Automotive

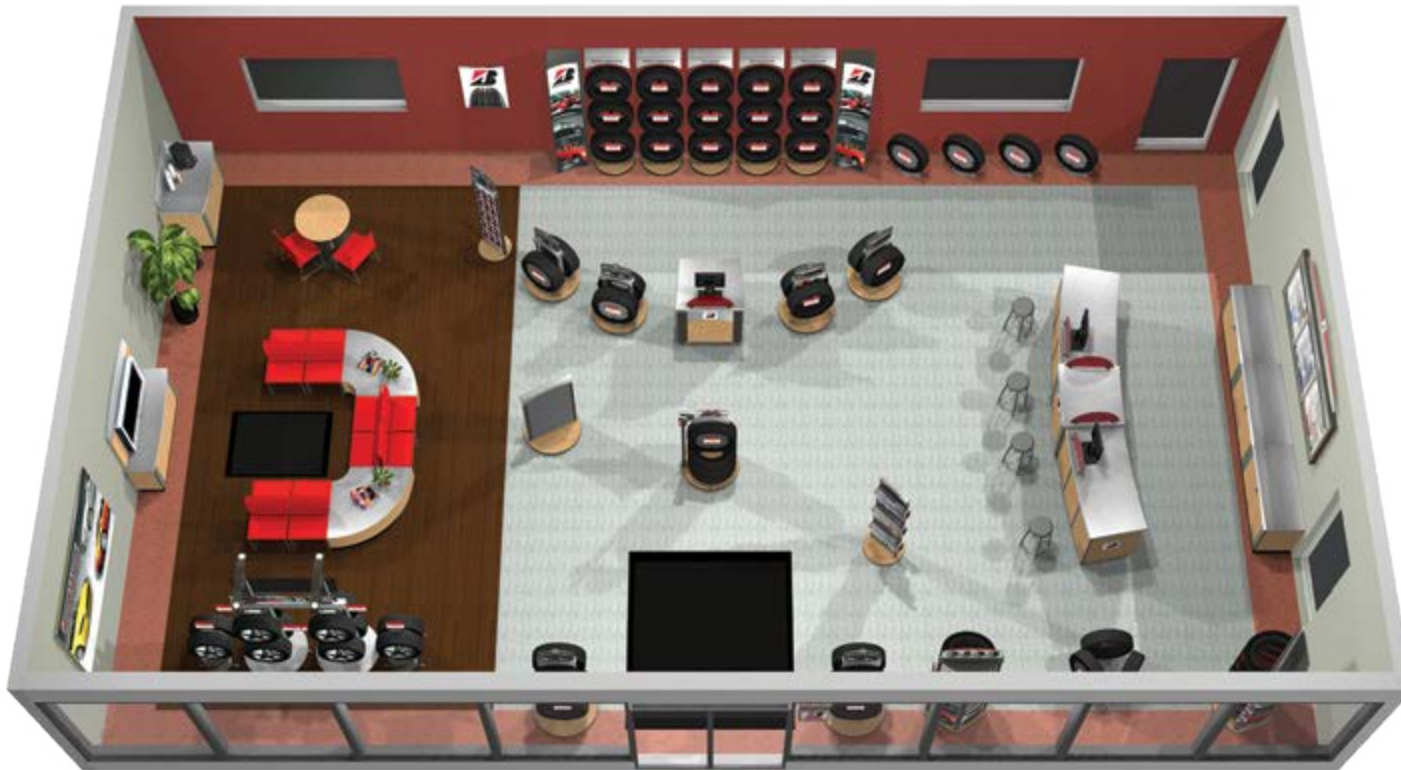




BOSCH WIPER CART

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

We developed a total shopping experience that created an atmosphere of comfort and confidence. Many design details go into creating a satisfying retail environment to encourage a buying decision.



2019 OMA
Outstanding
Merchandising
Achievement
Award

COOPER DISCOVERER AT3

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 (4S, LT, XLT) with actual tire sections and bold graphics.





COOPER EVOLUTION

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





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.



FOX MODULAR DISPLAY PROGRAM

Innovative designed modular structures to cross channels between automotive and cycle. The headers are interchangeable among the 10 different business divisions. The panels can be connected to form a shop-n-shop environment as well.





HYUNDAI MOTOR AMERICA SHOWROOM COLLECTION

The selling success of this system was the “silent salesperson” modules & the graphic changeability.





NAVISTAR DEALER SHOWROOM

We designed an entire menu of display items & selling tools to augment dealer branding & profits. Innovative provided floor planning, planogramming, installation support, and consulting services.





NEXEN TIRE DISPLAY

This dynamic display ships in a compact format and features two removable ATV/SUV 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.





PACCAR FILTER DISPLAY

Paccar came to Innovative looking for a budget-friendly counter display to showcase 3 air filters and 3 oil filters. Innovative came up with a simple, yet bold, display that ships flat and is easy to assemble in stores.

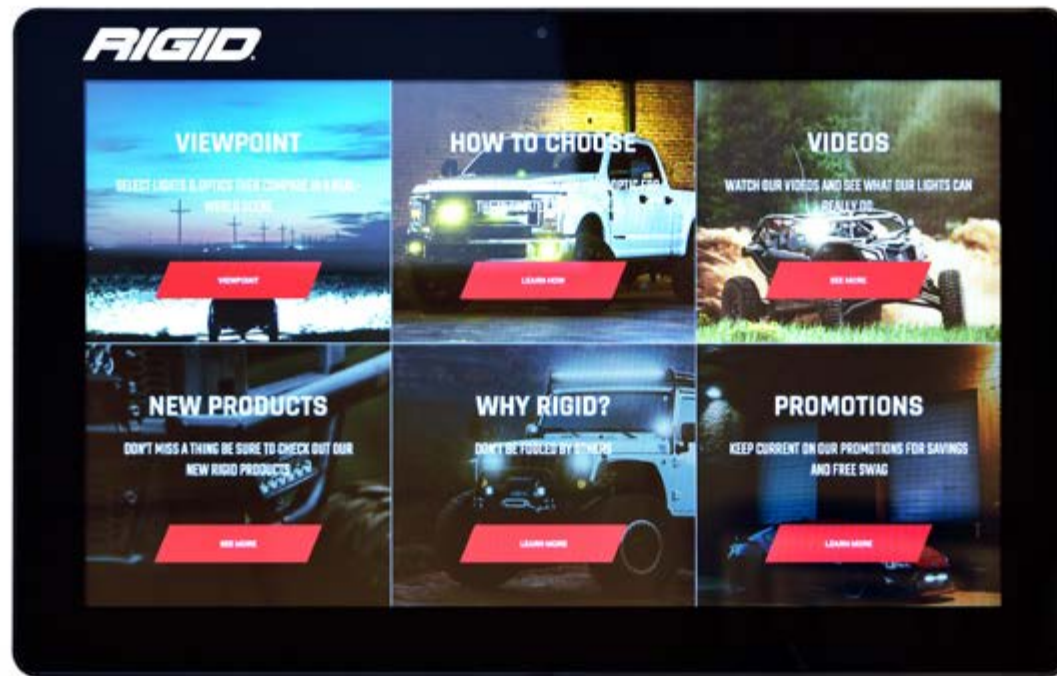




RIGID ADAPT

Innovative designed a counter display to highlight the “Adapt” product line of lights. The 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 monitor to help consumers pick the right lighting accessories as well as see how the lights brighten their view at night. 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. The unit ships in 2 pieces for easy setup.





FOX 4WP 4X4

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.

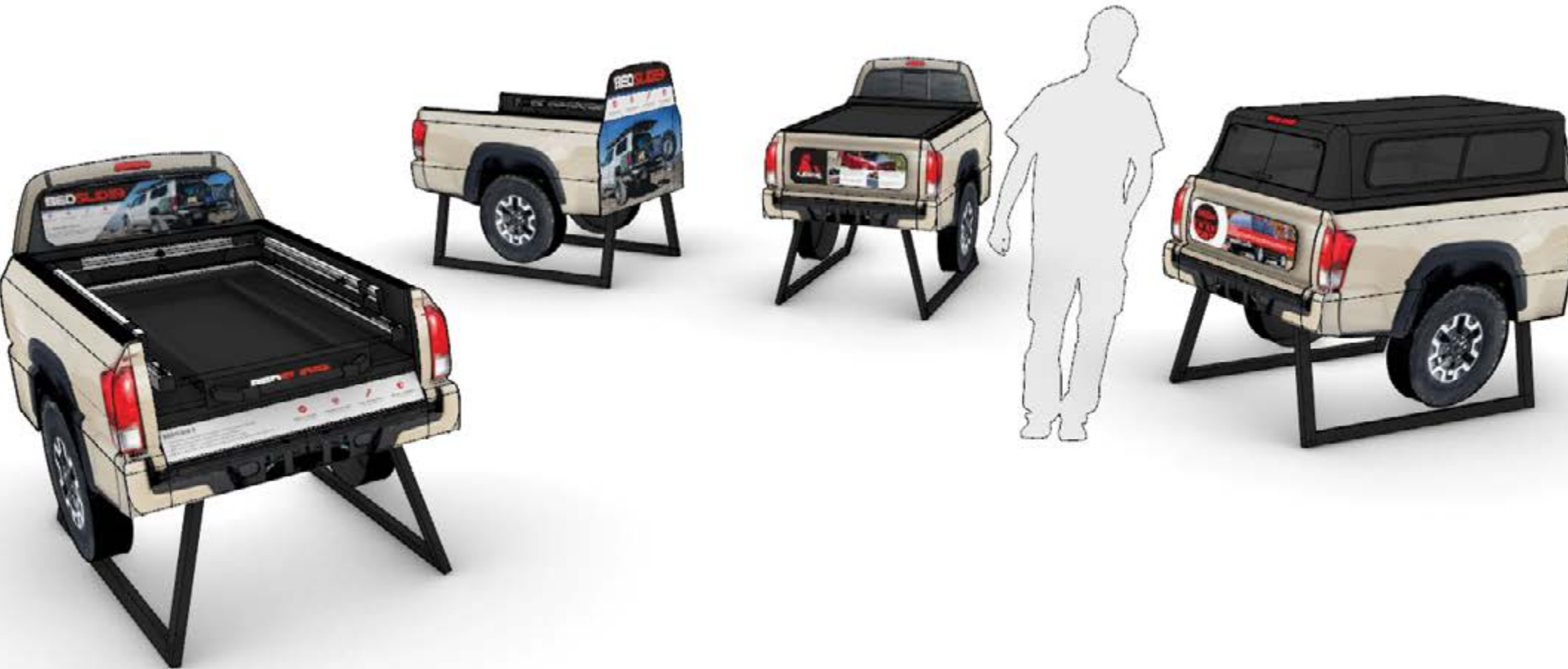




SPX POWER TEAM FLOORSTAND

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





TRUCK ACCESSORIES GROUP BEDSLIDE DISPLAY

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



TAIGA

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. The retailer then does not need to invest in the inventory at the store.





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 DISPLAY

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





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.





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

When you are at the beach having a cool drink, music can make the campfire and smores taste even better. This simple display provides a platform for retailers to feature the Wet sounds cooler where consumers can hear audio quality and also learn about the different coolers and their capabilities.





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. This is critical for a brand like Yakima that carries large overhead car carriers to small single locks. Interactive elements can be worked in as well.





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.





YOKOHAMA

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





YOKOHAMA

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.



WETSOUNDS STEALTH DISPLAY

You heard it here first, experience premium audio like never before. Whether you are mounting your Stealth Soundbar to your boat, ATV or golf cart the party is just beginning.





Consumer Electronics





ALPINE

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 Alpine Audio display is designed to demonstrate single and double subwoofer systems, delivered through the ALPINE halo, that delivers rich sound quality and informs and delights the customer.





AUTEL ROBOTICS DRONE DISPLAY

The Autel Robotics display floats the drone over an easily-updated graphic below. The graphic can be changed based upon the retail environment the display will live in. The display is brought to life with a 10" monitor showing footage of the drone in action.





BEYERDYNAMIC | HEADPHONE DISPLAY

This display plays audio through an onboard WAV player. The headphones are secured to the demo unit with a charging security cable.



CORSAIR BEST BUY

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

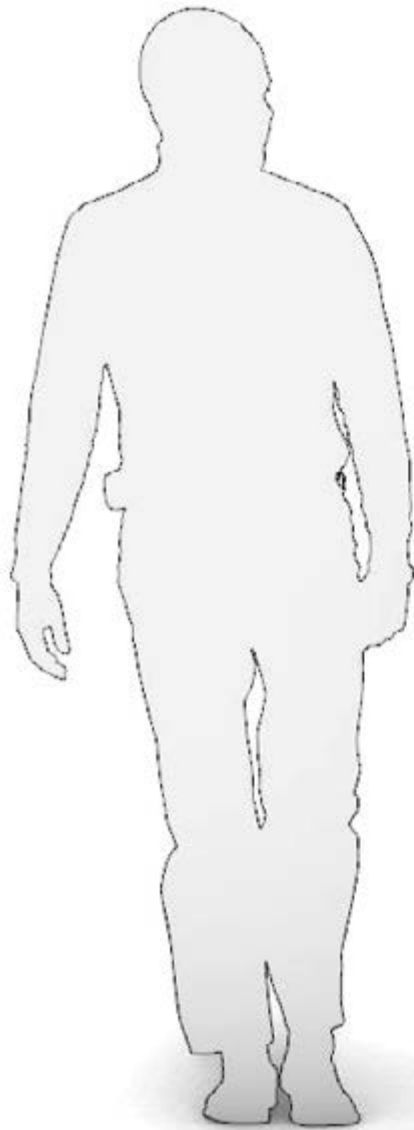




CORSAIR DRAM

Innovative built this display to go on a countertop or hang on slatwall. The display was executed in 9 languages with four different global electrical requirements and four different product assortments. Modularity of the display parts and project organization was key to a successful launch.





CORSAIR STREAMING

Streaming is one of the fastest growing segments in technology yet virtually ignored by people over 40. The challenge was to educate consumers on how to optimize their current systems so their streaming experience can be the best possible. Innovative incorporated Elgato, Corsair and MSI products together and integrated a video loop thru the MSI monitor to explain how the upgrades enhance the experience.





DISH NETWORK FLOOR DISPLAY

This display is designed to live in independent dish retailers and acts as an information hub where retailers can demonstrate to customers how easily smart home devices can be added to their Dish Network environment.





MEMPHIS CAR AUDIO

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 displays the speakers in stages to enhance the consumer experience.





NANOLEAF

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





RAZER DISPLAY FOR BEST BUY

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





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 as well.

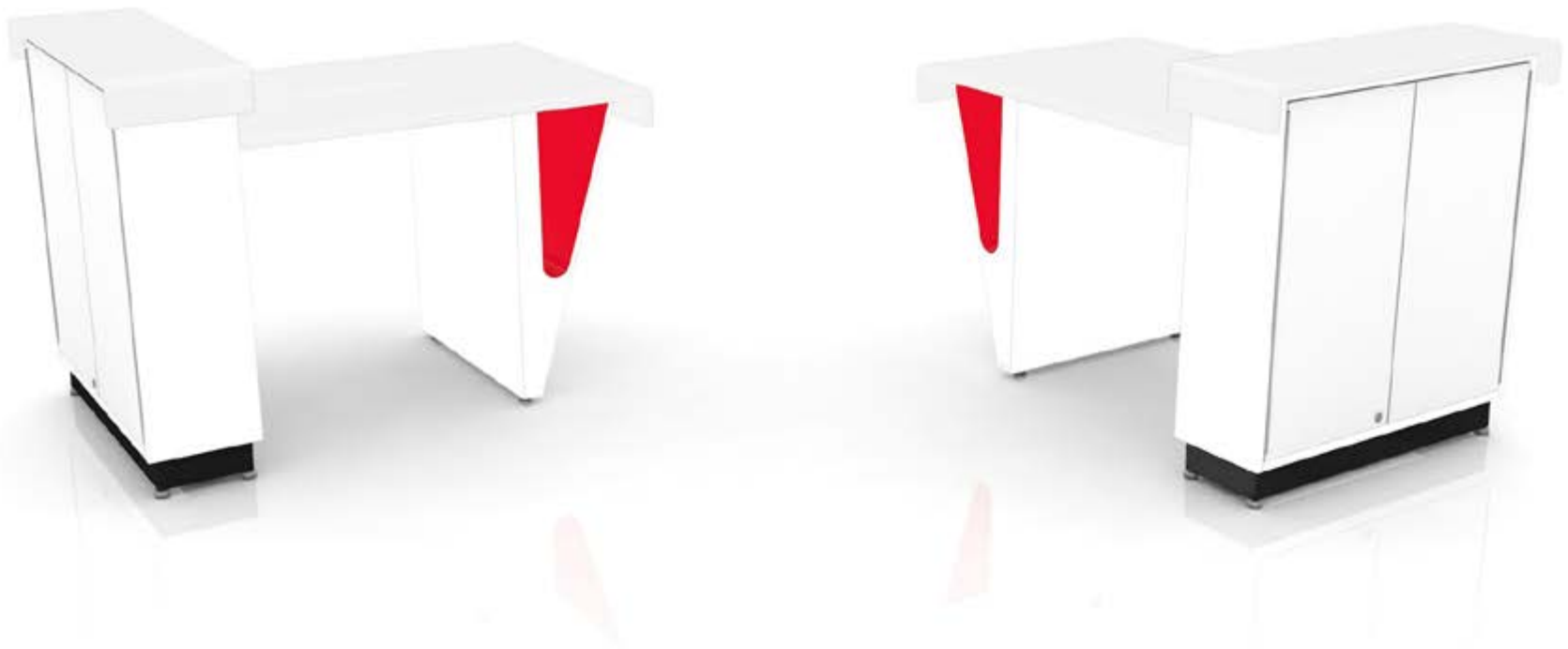




DISH SMART HOME

This display operates within Dish retailers as a space to shop for and learn about the newest technology in smart home products offered thru dish. The display can be easily updated and internal workings easily power all the items on demonstration.





DISH CUSTOMER SERVICE DESK

While many retailers are shifting away from in person customer service, Dish still sees the value in a handshake and a smile. This customer service desk allows the Dish associate to guide a consumer thru their Dish Journey, solve their problems and educate them on all the offerings available thru Dish.





DISH FREE STANDING GRAPHIC HOLDER

Simple and easily updated in the field this floor display features holders for two poster sized panels and also has a brochure holder. This is often found in rural markets where internet services are still sparse.





OPPOSITE SIDE

APPROXIMATE DIMENSIONS

62"W x 37"H x 0.76"D

DISH SNAP FRAME

A quick and easy way to get a consumer's attention on new and existing programs offered by Dish. Once this is deployed in the field, the messaging and offering can be easily updated by the retailer.





ROCKFORD FOSGATE

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.





SHURE HEADPHONE/EARPHONE DISPLAY

Shure is the leading brand in the music industry for audio equipment among artists and music engineers. Shure wanted to bring their products to the consumer electronics world. Innovative designed an endcap that leverages brand awareness and makes a prominent statement at retail.





YAMAHA AUDIO BRAND STATION

With the rising popularity of in-home connected audio systems, Yamaha is leading the charge to re-invigorate this category. In the past, consumers were given very little direction on product features and capabilities. Innovative created an inline experience where consumers could easily identify the product that works for them based upon their particular needs.





Drinkware & Hydration





BLENDER BOTTLE

Blender bottle was looking for a variety of ways to merchandise their products at Vitamin Shoppe. Innovative designed a few different options. The high-end display featured informational graphics and also emphasized the shape of the iconic bottle and shaker ball.



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 ensure brand identity.





BRUMATE COUNTER DISPLAYS

As a leader in price and social following, the key to this program is flexibility and price. Innovative created two cost effective structures with graphics that can be easily updated. This will ship to all Brumate partners and speak to their unique products.





BASE BRANDS COSTCO DISPLAY

Designed for Costco, this display floats the glass and the cooler creating a clear surface for messaging that hovers over the product.





DRINKTANKS

Innovative designed a display that flat packs, and the store supplies the Drinktanks product. This low-cost display allows Drinktanks to speak to their pour technology and their cap technology - features that provide a competitive advantage over others in the hydration market today.





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. No sacrifices were made in materials or finishes. Earthwell now has a home for their products in line with their position in the marketplace.





LIFESTRAW

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





Food, Drug & Mass





CULTIVATE

This simple and clean counter display features tethered testers and live product for CBD oils. The black Cultivate logo provides high contrast and a cosmetic look and feel. The vac form construction makes this super affordable in quantities of 500 or more.





DUVEL/BOULEVARD BREWING OMMEGANG RACK

Duvel/Boulevard Brewing Company needed an Ommegang display rack to be made for the liquor channel in Philadelphia. The display had to be 5.5 ft. x 2 ft. x 16.5" and accommodate 4 shelves.



GOOD2GROW

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 4 baskets on each side for 360-degree shopping or 4 baskets on one side for a front-facing rack.





HEALTHY ROOTS HEMP

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'S BEACON 3-SIDED ENDCAP DISPLAY

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





HERSHEY ENDCAP WITH INLINE TIE-IN

Full candy aisle features a dynamic endcap along with colorful aisle violators categorizing product sections. Large graphics on shelf fronts allows product to be easily identified and located.





EASY-ASSEMBLE WIRE DISPLAYS

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.

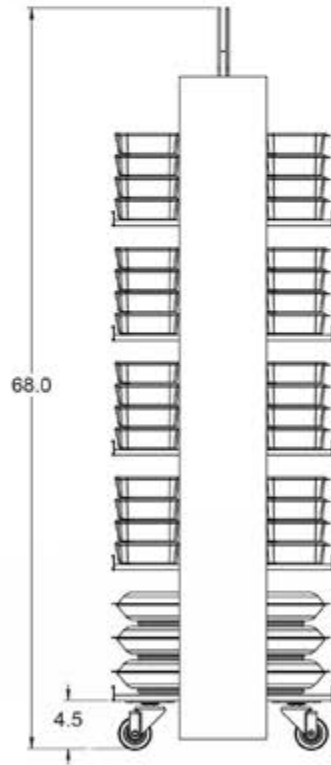
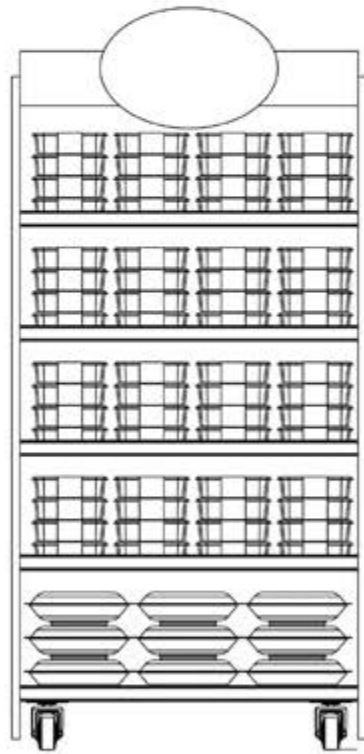
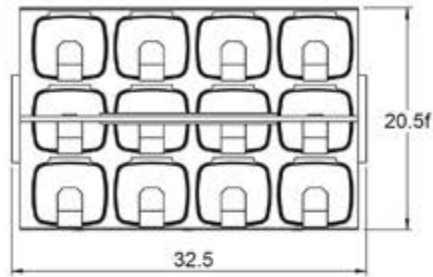




MESSERMEISTER WEB-ENABLED KIOSK

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.





PALMER CANDY DISPLAY

Palmer wanted a 5 ft. x 3 ft. x 18" maple wood display to arrive fully assembled with 4-5 adjustable shelves. Each shelf holds clear bakery tubs weighing 7 to 12 oz. each with 32 to 48 tubs per shelf.





RED BULL COUNTER DISPLAY

Designed to hold five different flavor varieties of Red Bull, this gravity-feed merchandiser allowed the product to be top-loaded and did not jam, bind or rupture. Bold Red Bull graphics were eye-catching and carved added impulse sales. The custom silver powder-coating was created to mirror the looks and feel of the chromed cans . . . it's a selling station in a box!





NATURAL AMERICAN SPIRIT HANGING SIGN

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





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 feels artisanal with its logo that looks like it’s burned into the wood header. Stable unit holds a surprising amount of heavy product. Nice. simple. elegant. efficient and not overbuilt.





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.





SWELL DISPLAY

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





ZEVIA

The client was looking for a branded wire rack to hold (12) 16-oz. cans of Zevia on each of 4 shelves.





RESQWATER

The key challenge here was to maintain the original look and feel of the design while squeezing every drop of cost out of the production pricing. Diligent value engineering, overseas production, and strict quality control to the ResQ!





Optics





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. Now you see it, now you don't.





COSTA DEL MAR

The challenge was to deliver an amazing display at a value price while emphasizing Costa's brand look and feel. Innovative integrated diffused lighting and textured laminates to highlight the product and multiple case configurations based upon the client's volume and footprint.





MAUI JIM COUNTER DISPLAY

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



SALT LIFE

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





SMITH OPTICS SUNGLASS CASE

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





SPY FAMILY OF DISPLAYS

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





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 three “floating” glass cases to highlight three categories of sunglasses along with a locking storage base.





ZEAL OPTICS GOGGLE GLORIFIER

Innovative designed a high-end merchandiser that features Zeal's best-selling goggles floating in an illuminated glass case on top of a locking cabinet which stores 27 boxed goggles & features an edge-lit logo.





BN3TH MODULAR SYSTEM

This modular shop-in-shop expands from as small as a brand glorifier and can expand into an entire shop-in-shop. There is plenty of space to learn about their unique technology and merchandise product.





BOLLÉ FLOOR DISPLAY

Crisp, clean, classic performance while always impressing 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 HIGHLIGHTERS

These counter displays are designed to be multipurpose, they can work with the floor display or live on their own within a store on a counter top or table top. The messaging can be updated from year to year as well.





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 Rebecca's dreams and she couldn't be happier with the look and feel.





ROTATES 360°

VIBRANT COLORS REVEALED
WHEN LOOKING THROUGH
POLARIZED LENSES

SERENGETI POLARIZED DISPLAYS

Fast at its finest, this classic line of premium sunglasses shows off the polarization capabilities yet is small, simple and subtle.



Sports & Outdoors





AIRBLASTER

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.





AVID GEAR | FREESTANDING DISPLAY

Innovative's 4-way all-season premium display features a mini-tex finish has the upscale appearance that complements the brand identity along with the flexibility to adapt to regional selling needs. This display supports hats, t-shirts, hoodies, swim suits, and accessories.





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.





BURTON ANON GOGGLE MERCHANDISER

Cylinders with goggles rotate between illuminated uprights, and secure storage space is built into the base. A mini LED screen and computer feature the current advertising campaign.





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 wood, etched plaques, & oversized bolts achieve this look.





GOLF PRIDE

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 of the display supports packaged product on peghooks. This unit features changeable graphics for easy future updates.





GOLF PRIDE

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.





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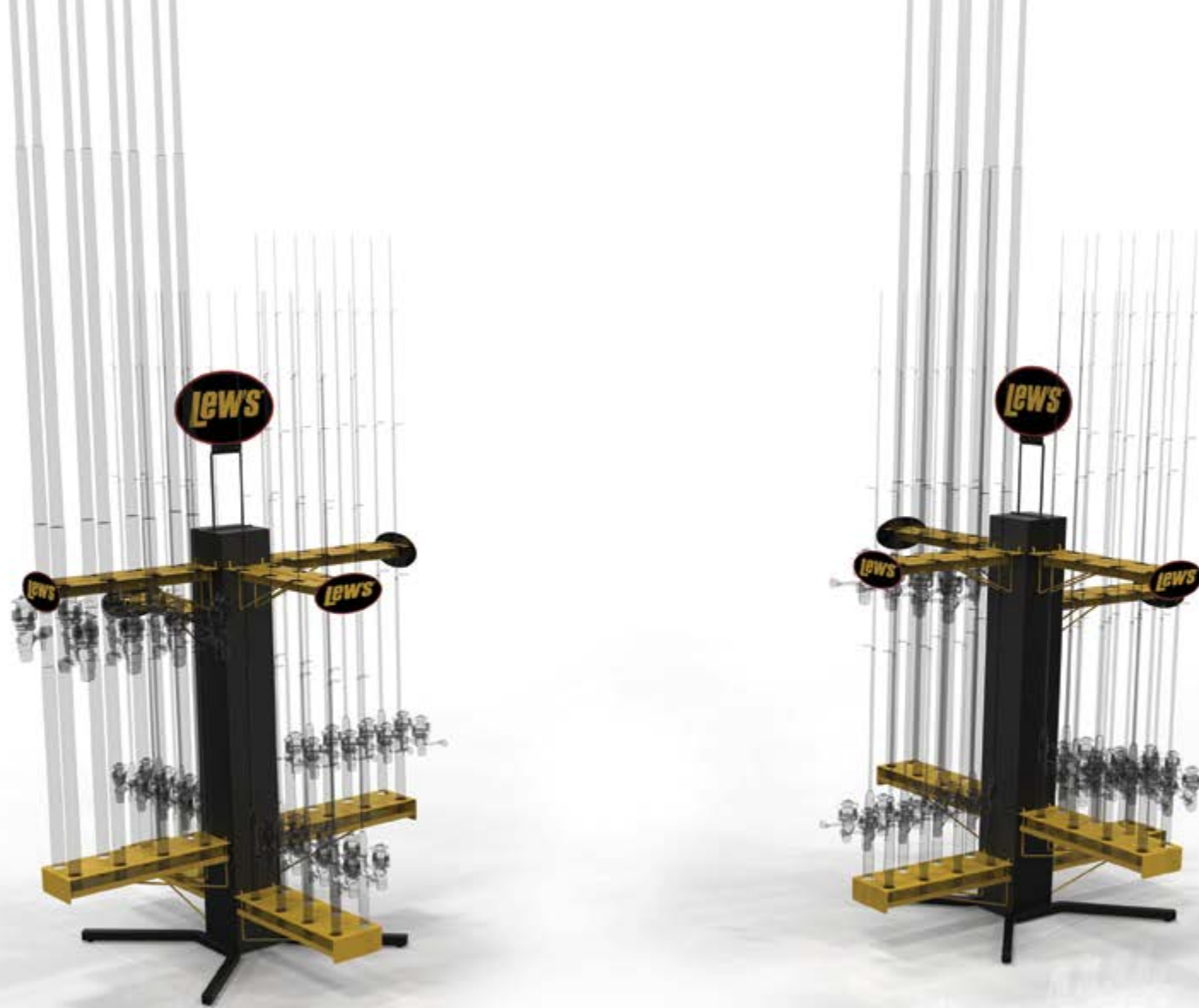




GROOVE LIFE

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





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.

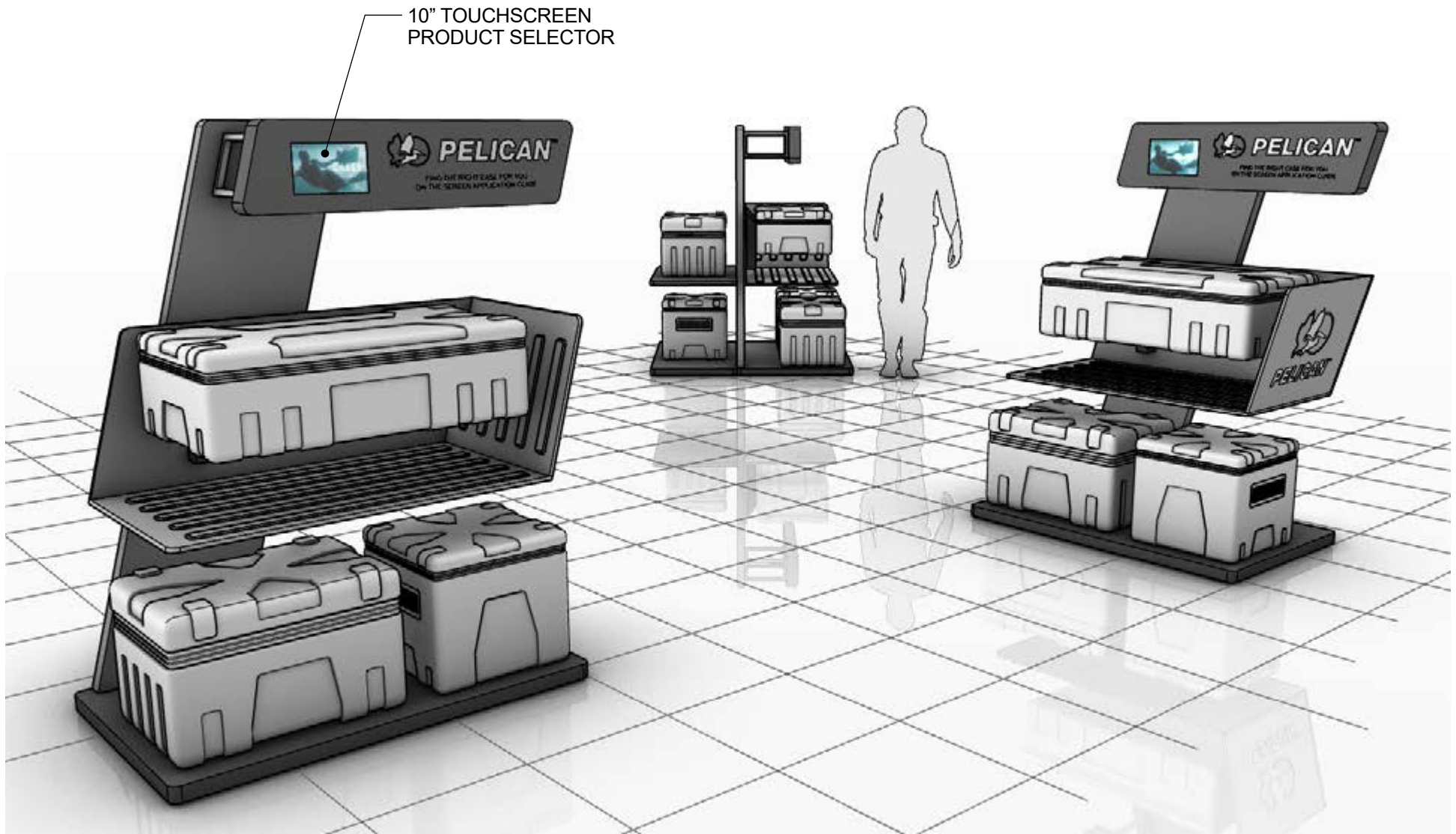




MARUCCI

Marucci was looking to freshen up the look of their existing units. The refresh needed to incorporate other skus in addition to bats. The footprint was not defined, but it needed to stay around 36 inches wide and hold 48 bats.





PELICAN DISPLAY

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





PLANO SYNERGY

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.





REELTREE DISPLAY SYSTEM

Innovative created modular 2 ft. x 5 ft. panels that connect. This system allows Reeltree to create a shop-in-shop environment and pull together all of their sub-brands. This support system is designed to tie into the Reeltree DNA, yet to also be flexible enough to be updated in the future.





SKINNY WATER CULTURE

This display program was designed around apparel and hats





STRIKER BRANDS

These displays have the ability to merchandise both hats and apparel. This is in support of Striker Brands expansion into everyday fishing sunwear. The 4-way is height-adjustable for longer garments. All graphics can be easily updated based upon where the display is being placed.





WR CASE

W.R. Case came to Innovative Marketing looking to revamp their display. As a trusted American-made brand, the display needed to be true to its heritage but speak to the evolution of knives and capture consumer attention. Each of the displays takes a slightly different angle but all deliver a smashing presentation that makes their brand POP at retail.





Home Improvement





ACUITY | RECESSED LIGHTING 24-FT. DISPLAY AT MENARDS

Innovative developed this solution for the Acuity recessed lighting display presentation at Menards. Focus was on better representation of the brand and organization of the product line. We also developed an interactive solution to help customers learn more about the product.

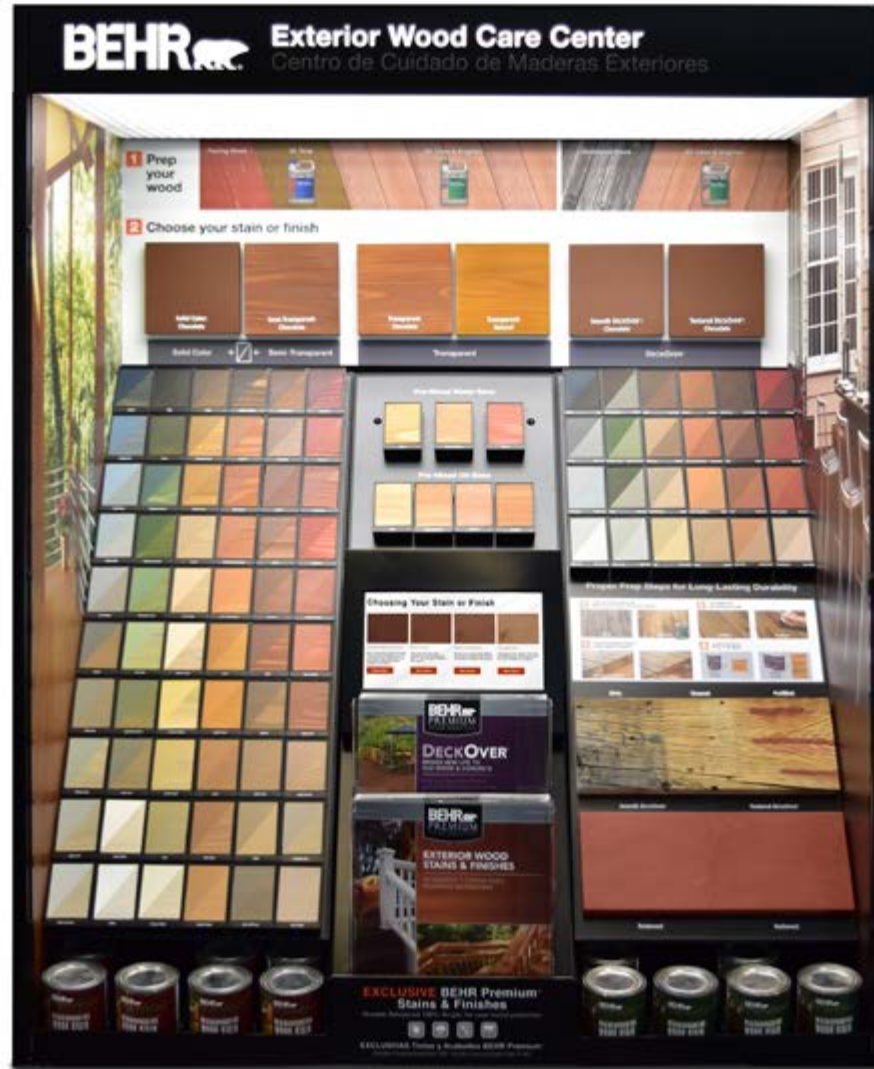




ACPI SMALL CABINET SELECTION CENTER

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





BEHR EXTERIOR WOOD CARE CENTER

Innovative created a space to showcase Behr's full line of exterior wood stains in Home Depot so that customers could easily choose a color. Step-by-step info graphics & an interactive screen help explain how to use products correctly.





BEHR EXTERIOR STAIN DISPLAY

Designed/implemented for the Canadian marketplace, this display features “pilfer-proof” carriers to protect chips, illuminated graphics, & additional bulbs stored inside the unit. Shipped fully assembled.





BLACKSTONE | MODULAR FLOOR DISPLAY

Designed to showcase the Blackstone Grill top that has changed the way people grill, this display not only is home to multiple grills, but also offers a large area for accessories and merchandise. This has been the ticket to the add-on sale with industry record attachment to each grill sale.





THERMADOR | BOSCH

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



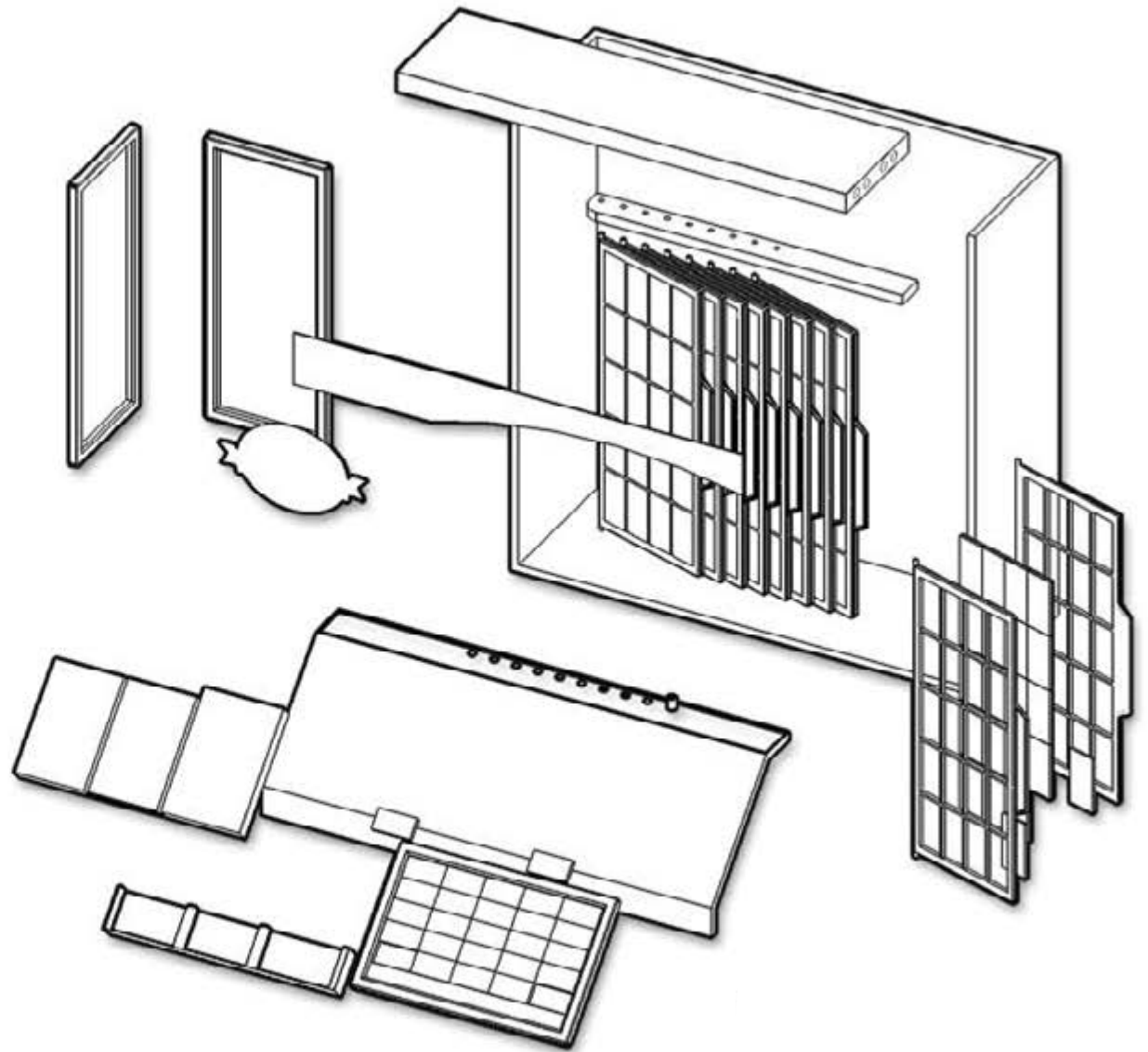


EXTERIOR WOODCARE CENTER



48"

16"



CABOT EXTERIOR WOODCARE CENTER

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





SHERWIN-WILLIAMS COLORSNAP STUDIO

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





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 modular design can grow with the retailer's merchandising needs over time, supporting uniformity in merchandising and reducing waste.





GROHE WEXFORD KITCHEN FAUCET COUNTER DISPLAY

Grohe needed an economical, durable counter display to build awareness in warehouse clubs. Innovative's highlighted the product by calling attention to the faucet's features. The final solution was a fully-assembled, vacuum-formed display with a refined design that fit within budget.





LITHONIA COUNTER & SLATWALL DISPLAY

This flexible display for Lithonia Lighting highlights the new Lithonia LBR Series recessed can light as either a counter or Slatwall unit. The compact fixture is complete with in-depth product information, customer interaction with the light, and clear sides and back show off the simple and slim installation of the product.





LOCO COOKERS DISPLAY

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





2019 OMA
 Outstanding
 Merchandising
 Achievement
 Award



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.





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 & oak. The assembly process was complex and involved rigid quality control.





OOONI 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

For the Ooni Premium Display, the shape is taken straight out of a pizza oven and it makes you smell freshly baked pizza. 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.





PURDY AT MENARDS

Purdy teamed up with Innovative to create a compelling/selling “product bin” for its bulk roller covers. This mobile, walk-around solution featured bold branding, plus the 3D-oversized roller header with the Prudy logo as a show stopper. Accessory products and tools were merchandised on the backside for incremental, add-on sales. Produced overseas, this unit was cost-effective and rolled out to all Menards Home Centers.





REJUVENATE

The display structure itself is modular so that the shelf locations and pegs can be easily adjusted as items are added and/or delisted. The header features dimensional letters to grab consumers attention. Graphic side panels can be positioned in multiple locations based upon store needs.





SHERWIN-WILLIAMS COLORSNAP PAINT SELECTOR

Innovative refreshed the Sherwin-Williams' "Paint" display to match the bright & modern look of the ColorSnap Studio. Highlights include an interactive screen along with a color-viewing area.





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 PROMO UNIT

Designed to accommodate everything and anything, this Promo Selling Tower can hold paint cans or roller covers with stability and flexibility. Pegged product or shelves, side graphics, header graphics, shelf extrusions, pricing channels... this durable workhorse is versatile and built to last.





SHERWIN-WILLIAMS COLORSNAP STUDIO

This was the most revolutionary color launch in the company's 150-year history. Large paint swatches represent color families on panels that spin to reveal individual color chips. ColorSnap Studio was awarded "Display of the Year" - the highest recognition at the industry's annual trade show.





SHERWIN-WILLIAMS FAUX IMPRESSIONS

The key was to present oversized, actual-painted swatches so consumers can really see and feel the end product. Individual take-home color chips are housed behind the door for a clean look.





SHERWIN-WILLIAMS “THE PAINT”

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





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Concept



Reality

2019 OMA
Outstanding
Merchandising
Achievement
Award



TRUE VALUE

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 design was implemented in stores across America and proved to be a huge success!





YALE | AUGUST LOCK INLINE FOR LOWE'S

Yale was looking to educate consumers on smart home locks in a small footprint while accommodating all of the different lock options. Innovative came up with a solution by creating a modular display all the way from a single lock to an entire section.





YALE COUNTER DISPLAY

This small, budget-friendly display shows consumers how Yale's lock system works. The design incorporates a "front door" feel with the use of wood alongside metal accents which coordinate with the product finishes. This display also works well as a leave behind after a sales call.





PFISTER

Available in a 4' and 8' modular display this shop n shop is designed so that consumers and architects alike can touch the products, remove them and lay them over counter top surfaces to see how colors match. The backer is printed and can be easily updated to support additional messaging or brand trade outs. The products can be updated as well as each has its own home. To make sure we don't damage any in store fixtures the entire structure has hidden mounts that secure the preexisting slat wall. The LED down lighting does a great job of brightening up the section!





THANK YOU!

Let's create a better shopping experience together.



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