

CABOT MERCHANDISING INITIATIVE 2021

Round 2—Version 1.0
Enhanced Creative &
Pricing Options

06.12.2020

 **INNOVATIVE**[®]
marketing solutions



OVERVIEW

Innovative is pleased to present Round 2 development deliverables for the Cabot Merchandising Initiative for Menards 2021. Our Round 1 submitted on May 20th included a photo audit, 3D line concepts, “best guesses” on budgetary costs, and an initial Gantt chart. Based upon the S-W/Innovative conference call on May 27th, today’s presentation includes and addresses the following:

1. **Renderings for the two display versions (Luxury of Choice and Glory of Wood) in both a 4-ft. and 5-ft. wide presentation format, plus end-deck/on-shelf presentations for both options with cabinet finishes and lighting.**
2. **Line drawings for the estimating/production of these two display versions in the two width formats, plus the 48-in. shelf versions of each.**
3. **Pricing options that are based on improved “best guesstimates” per the renderings.**
4. **A more detailed Gantt chart with the targeted launch date of 2/15/2021 in Menards locations.**

For this Round 2, we were only asked to provide “best guesses” for costs; however, the Innovative way is to always provide a little lagniappe-and more is indeed included! We look forward to helping S-W and Cabot with this new merchandising opportunity at Menards!



Ben van Amerongen
President



DESIGN RATIONALE + STRATEGY

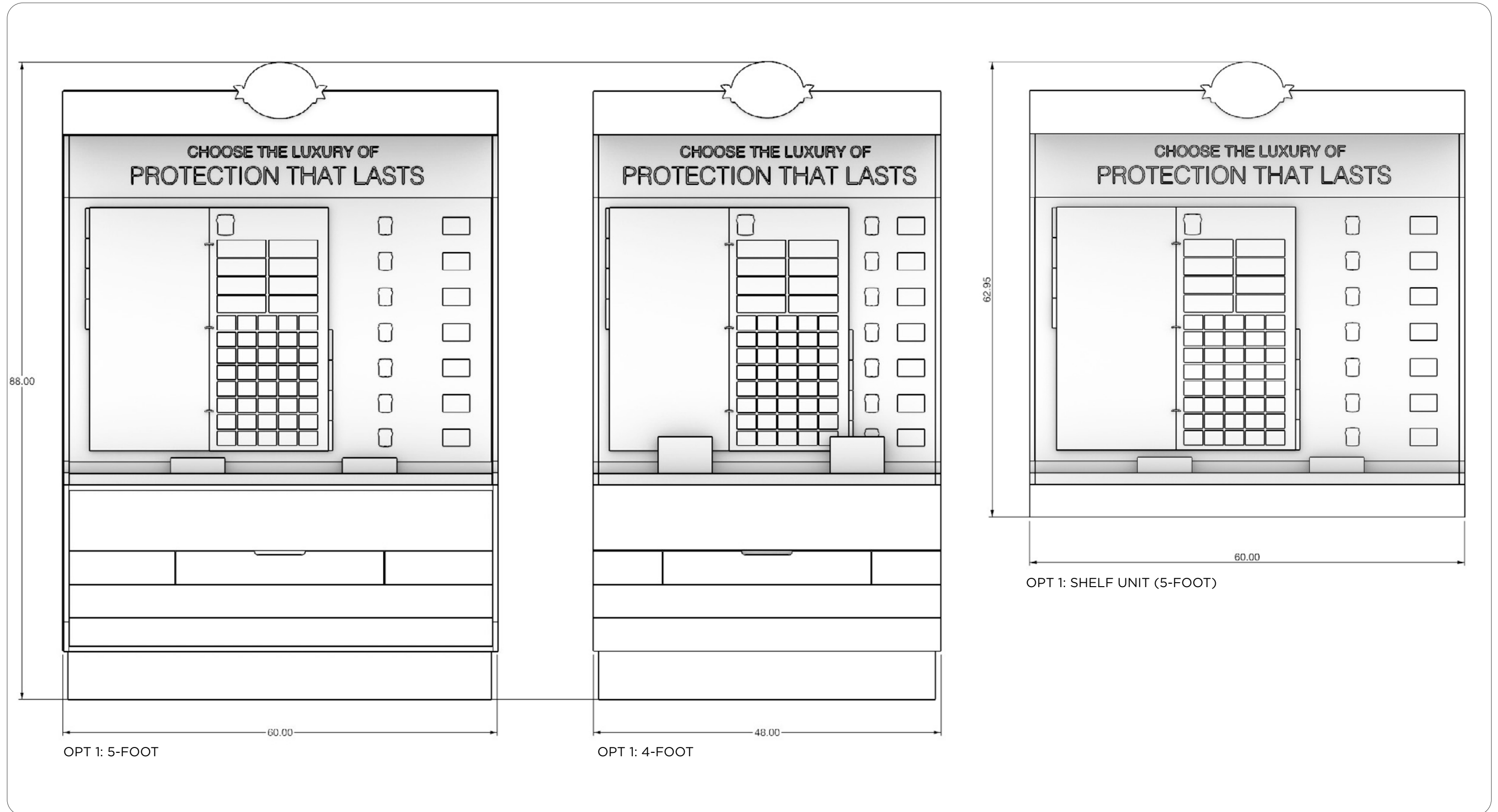
Of the 400 units being produced for Menards, approximately 375 will be 5-ft. wide with the balance being 4-ft. in wide (for two-level stores). Our initial design direction was to create a “core fixture” that could accommodate both presentations, but also “flex” to address down-stream retail venues for Cabot (other than Menards), which would be 4-ft. wide. Per Becky’s e-mail:

“ . . . expanding this rack to other customers is a nice option to have, but there are no immediate plans to implement that. My goal is to be as efficient as possible in manufacturing with the option of extending this rack design into other channels, if desired, down the road.”

Our recommendations are ideal for both Menards and other retailers. The following concepts address the design challenges posed by Cabot as well as explore some alternates for the construction of the real-wood surround.



OPTION 1: THE LUXURY OF CHOICE-UNIT DIMENSIONS



OPT 1 CONCEPT RENDERING- 4-FOOT + 5-FOOT



APPROXIMATE DIMENSIONS
48.00" W x 24.00" D x 88.00" H
60.00" W x 24.00" D x 88.00" H

OPT 1 CONCEPT RENDERING- SHELF UNIT



STANDARD
WOOD DESIGN
(LAMINATE)

APPROXIMATE DIMENSIONS
60.00"W x 24.00" D x 62.95"H

OPT 1 CONCEPT RENDERING- WOOD SURROUND ALTERNATES

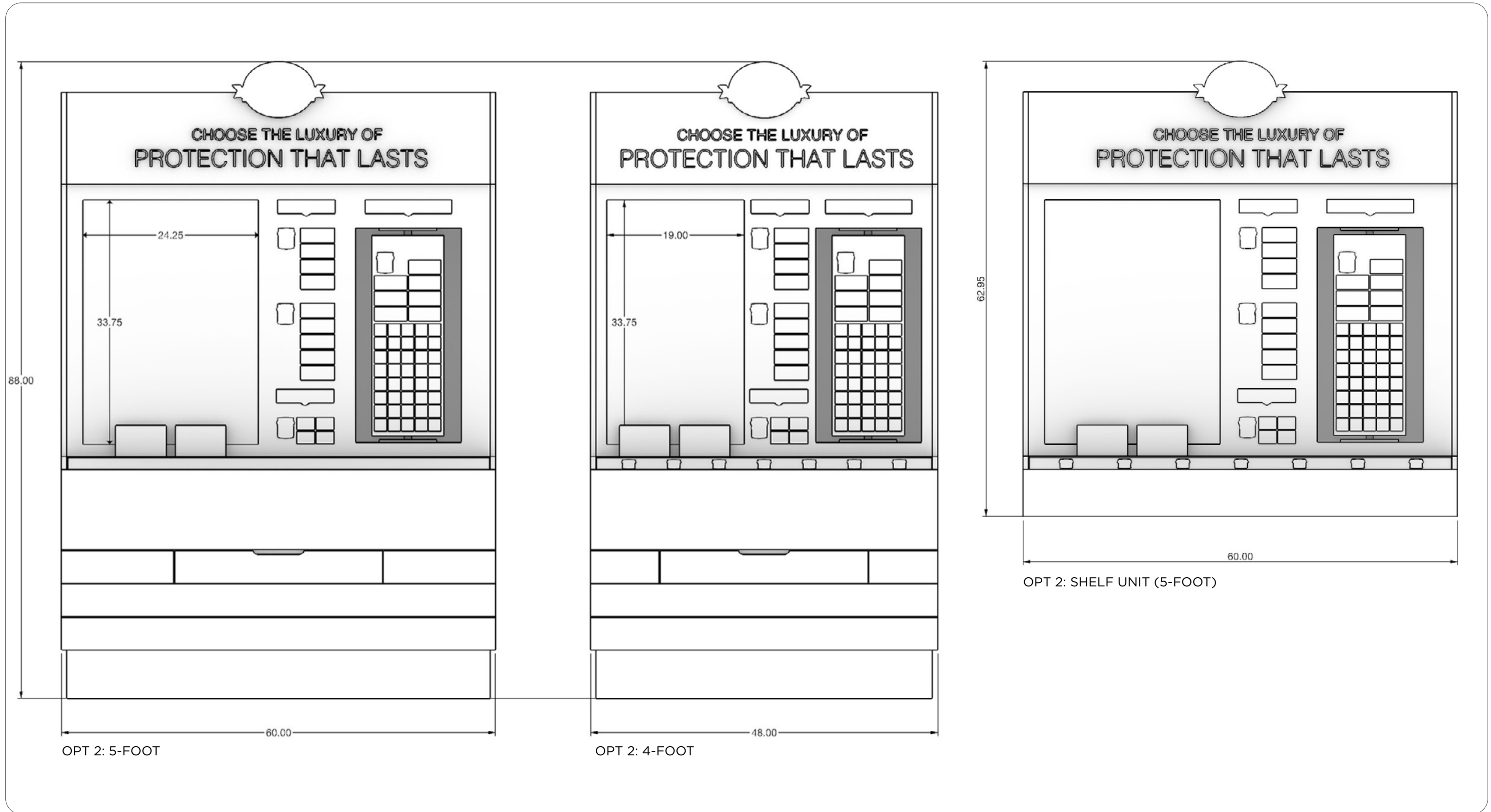


"OMNI"
REAL WOOD DESIGN

HERRINGBONE
REAL WOOD DESIGN

APPROXIMATE DIMENSIONS
60.00"W x 24.00" D x 88.00"H

OPTION 2: THE GLORY OF WOOD-UNIT DIMENSIONS



OPT 2 CONCEPT RENDERING- 4-FOOT & 5-FOOT



OPT 2 CONCEPT RENDERING- SHELF UNIT



STANDARD WOOD DESIGN (LAMINATE)

APPROXIMATE DIMENSIONS
60.00"W x 24.00" D x 62.95"H

OPT 2 CONCEPT RENDERING- WOOD SURROUND ALTERNATES



“OMNI”
REAL WOOD DESIGN

HERRINGBONE
REAL WOOD DESIGN

APPROXIMATE DIMENSIONS
60.00”W x 24.00” D x 88.00”H

PRELIMINARY PRICING MATRIX

MENARDS CABOT DISPLAY				
Option 1: The Luxury of Choice				
Wood Design Options	5-Ft.	4-Ft.	5-Ft. Shelf Version	Optional Lighting for Top of Base Cabinet
Standard	\$1,775.00	\$2,100.00	\$1,175.00	\$50.00
Herringbone (Adds)	\$400.00	-----	-----	-----
Omni (Adds)	\$600.00	-----	-----	-----

Option 1: The Glory of Wood						
Wood Design Options	5-Ft.	4-Ft.	5-Ft. Shelf Version	Optional Light Box for Graphic Panel	Optional Lighting for Can Glorifier Area	Optional Lighting for Spinner
Standard	\$1,925.00	\$2,250.00	\$1,275.00	\$125.00	\$50.00	\$30.00
Herringbone (Adds)	\$400.00	-----	-----	-----	-----	-----
Omni (Adds)	\$600.00	-----	-----	-----	-----	-----

Pricing notes:

Above pricing is for budgetary purposes only per the renderings in this presentation. It is considered +/-10%.

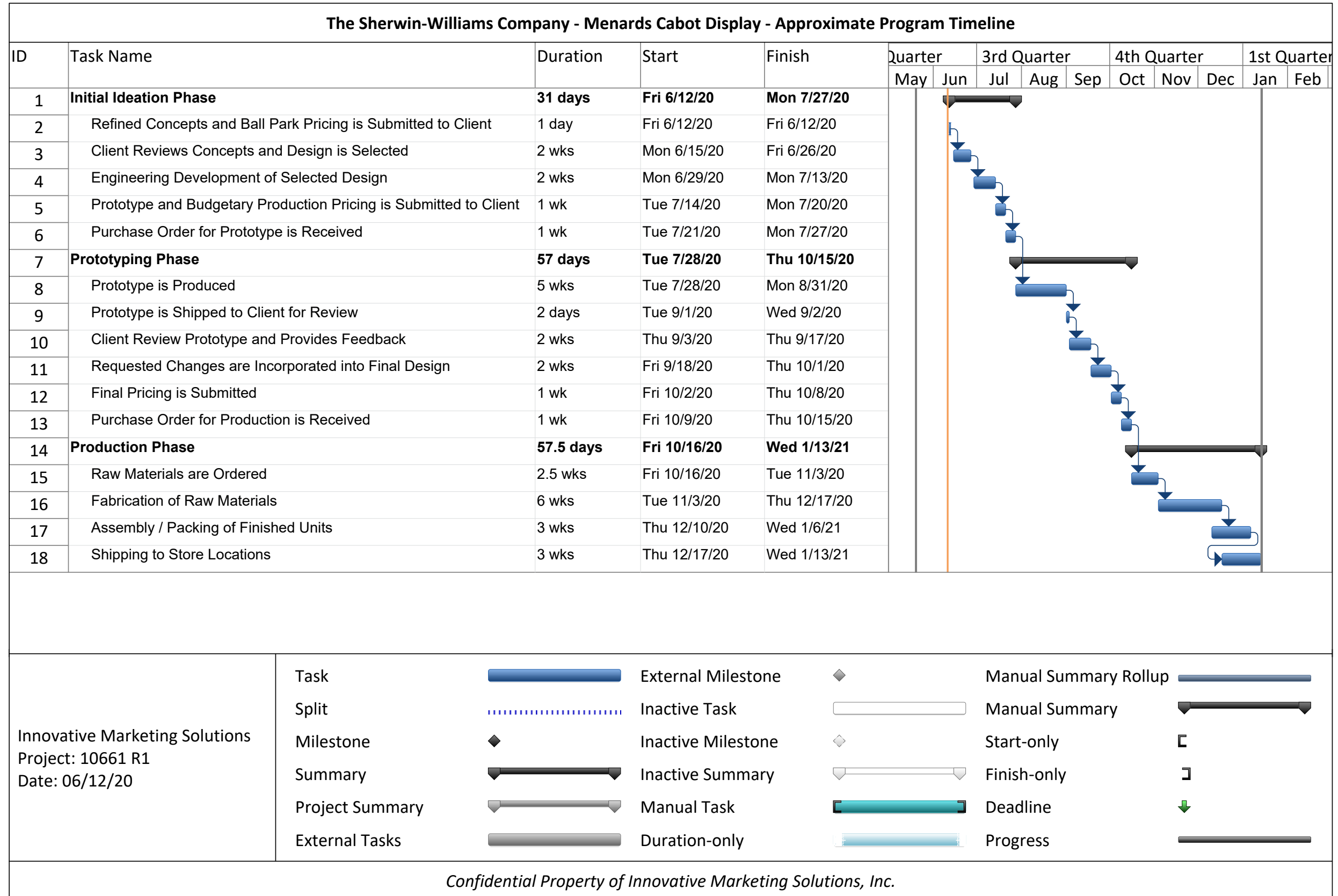
Pricing will be fine tuned during the engineering development phase when value-engineered options can be explored.

Pricing assumes that the (375) 5-Foot versions will be run in conjunction with the (25) 4-Foot versions to maximize efficiencies.

All stain chips and graphics are the same size for both the 5-Foot and 4-Foot presentations.



GANTT



NEXT STEPS

Our ultimate goal is to have one version proceed into engineering & prototype development so we can get a final design that both S-W and Menards endorse at a cost that is competitive. To get to this goal, we should follow these three steps:

1. We need help from S-W to fine tune the creative direction and get to one final display format (Luxury of Choice or Glory of Wood).
2. Once this path is identified, the next challenge would be to identify and address the design features and benefits for that version.
3. Next, Innovative and S-W would collaborate to finalize the prototype and design/engineer the final version to provide a prototype cost with pricing expectations/parameters and timelines suitable for a February 2021 rollout.



A close-up photograph of several vertical wooden planks. The wood has a rich, warm brown tone and a prominent grain pattern. Numerous small, clear water droplets are scattered across the surface of the planks, reflecting light and adding a fresh, clean aesthetic to the image.

THANK YOU!

Let's create a better shopping experience together.

