

**LOWE'S PAINT
DEPARTMENT**

PROJECT BEACON
Retail Excellence

VALSPAR CANADA

! **INNOVATIVE**
marketing solutions

02.01.22

LOWE'S PAINT DEPARTMENT PROJECT BEACON - 16ft Valspar Canada

34 Stores with Barn Doors



LOWE'S PAINT DEPARTMENT PROJECT BEACON - 16ft Valspar Canada

23 Stores, 11 with high headers and 12 with low headers. Brochures replace graphic panel, sheen card is positioned in holder on counter-top.



sheen card holder

9 waterfall brochures replace graphic panel

LOWE'S PAINT DEPARTMENT PROJECT BEACON - 12ft Valspar Canada with Additional 4ft Bay
 2 Stores. Brochures replace graphic panels, sheen card is positioned in holder on counter-top.
Neutrals / Whites / Grays chip holder reduced by at least 2 columns.



original neutrals / whites / grays: 252 chips
new neutrals / whites / grays: 210 chips

neutrals / whites / grays
 chip holder reduced by 2 columns
 (- 42 chips total)

sheen card holder

9 waterfall brochures

Thank you!

Let's create a better shopping experience together.



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