

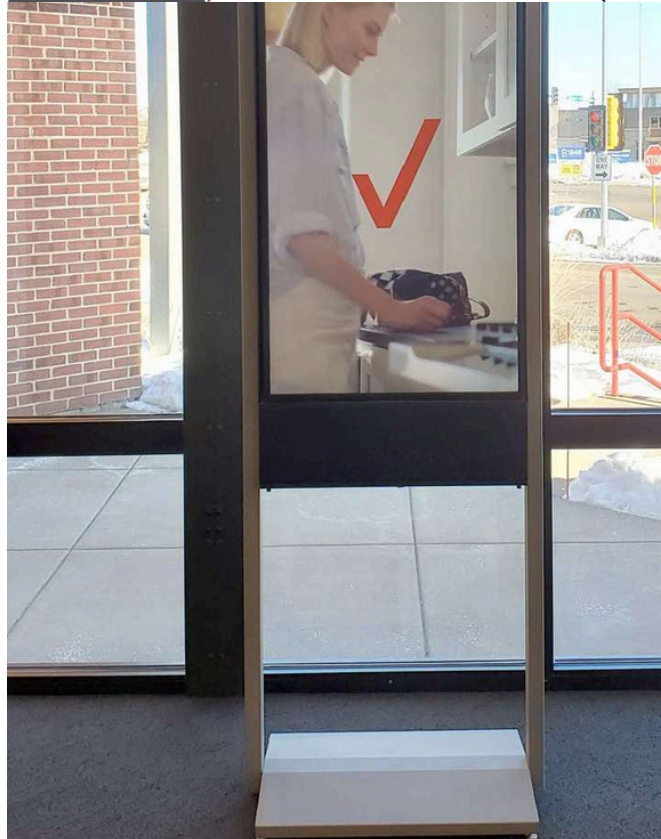


Digital Window Display Case Study

"Our goal is to manufacture scalable and easy to install fixtures that promote the customers' brand, and make the entire process painless."

THE CHALLENGE:

Build a complete fixture with the ability to ship vertically to maximize trucking efficiency, reduce damage, and minimize assembly required to help decrease install time.



DETAILS

- Project Timeline: May 2021-April 2022
- Average Onsite Time: 45 Minutes
- 1700+ Fixtures produced & Installed
- 110,000 Route miles
- 63 Routes between 3 crews

MANUFACTURING & LOGISTICS

Site surveys were submitted to our customer to review and approve placement of the fixture.

Designed an assembly line specific for the DWD fixture to build efficiently and with redundant QC inspections.

Customized vertical packaging designed to ship and safeguard fixture and maximize truck load efficiency. This shipping method allowed for 60 fixtures packed per load vs. 20 shipped horizontally.

Packaging was real-world tested with video monitored over a 20 hour trip to confirm effectiveness.

Manufacturing QC standards combined with innovative packaging method resulted in all fixtures delivered damage free.

Reference: [RETAIL TOUCH POINTS](#)

