



Store Within A Store Case Study

“We needed to create a unique store in store that would create a separate environment, drive traffic, and provide an excellent shopper experience, Infinity made it happen!”



THE CHALLENGE:

To create a unique and on-brand store-in-store concept that was executed with a single vendor.



MATERIALS USED:

- Solid Surface
- Powder Coat
- 3-D Acrylic Signage
- Magnetic Receptive Graphic
- Lacquer Finish
- Rift Cut White Oak
- Laminate
- Digital Signage
- Media players
- Device security
- Carpet
- Electrical

DETAILS

- 357 stores / 39 states
- 1,668 fixture systems deployed with 100% on-time completion.
- 378,608 shipment miles.
- 100% on-time completion.
- Completion date: 03/31/2017

MANUFACTURING & LOGISTICS

Successfully coordinated 30-40 store deliveries each week during 3-month roll-out.

Quality control standards resulted in ZERO replacement items needed in the field.

Consolidated customer provided components into one shipment at our facility.

Provided 24/7 support during installation of product to ensure on time.

delivery and installation
Executed all logistics involved with the project resulting in 100% on time deliveries.

Our teams removed and prepared existing displays for transportation back to a distribution center for re-deployment.

Coordinated deliveries with both clients to ensure a seamless.

