



Welcome Tower Case Study

"We had to design a welcoming POP display that not only had an easy installation process but also looked visually appealing. All of this was achieved while keeping costs down for the customer, optimizing production, deployment, and installation."

THE CHALLENGE:

Design an Eye-Catching POP Welcome Display. Craft a visually appealing POP welcome display to attract customers' attention. Utilize display components that can be easily installed in various locations within a short timeframe, offering the customers a seamless "white-glove" experience from start to finish. Our goal is to provide retailers with an economical production experience, designed for efficient shipping, and to minimize installation time.



MATERIALS USED:

- Powder Coated Frames
- Laminated wood panels
- Magnets
- Magnetically receptive graphics

DETAILS

- Install time 12 days totaling 701 fixtures including graphics.
- Locations were customer picked across the US.
- Primarily one region totaling just over 1200 miles.
- Customer savings of 20% per item and 40% savings on shipping.
- Delivery logistics included box trucks, mini vans and semis.

MANUFACTURING & LOGISTICS

Our project team meticulously carried out every detail from the initial design request to the final stages.

Our installation team crafted an exceptional white-glove experience by personally delivering each fixture, completing the installation, and ensuring no trace was left behind.

Our carefully planned QC program makes sure that every item leaves perfect, delivers damage free, and has required replacement items less than 0.1% of the time.

Infinity's project team managed to deliver substantial cost savings to the retailer. They offered solutions not only for the fixture components but also made significant logistics savings by removing oversized units.

