



# We Built A Low Maintenance, High Durability Product Display

## Brand

Warehouse Retail Chain

## Business Type

Retail

## Services

Design & Engineering

Digital Printing

Digital Cutting

Fabrication & Assembly

## Concept

Our customer contacted us to design a durable, long-lasting fixture for a high-traffic retail environment, designed to withstand over a year of use. The fixture had to be shoppable from two sides, fit specific product types, and ship fully assembled on a pallet for quick setup. The design also required a closed top to prevent customers from discarding items, and integrated peg hooks for displaying gift cards. The solution needed to balance durability, functionality, and ease of installation to meet the retailer's operational needs.

## Challenge

Create a pre-assembled permanent fixture with multiple sides, shelves for game consoles, closed top, and peg hooks for gift cards.



## Solution

# 150+

Different Locations Sent

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# <3 min

Complete Associate Setup Time

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We first designed the whole fixture from a pallet up. For durability, we used ABS for its impact resistance, economical price, and moldability. We heat bent all the shelves based on customer product specs and routed holes for any standard pegboard attachments.

We assembled the fixture onto the pallet using air rivets to secure the panels. Brackets with 90-degree heat bends were crafted to allow easy customization of graphics on each shelf. The fixture could hold 100+ lbs of weight and be installed in under 3 minutes at the retail locations.