

KSF

Global

CASE STUDY

Mosaïque

Impactful Branded Shelving Across Multiple Stores



Introduction

Mosaïque, a full-service design agency, approached our team to support the development and execution of a large-scale retail POS project for the Autoglym range within Halfords stores.

This project represented a crucial opportunity for the client, who needed a refreshed, brand-aligned POS solution for visibility and improved in-store product organisation.

By combining our technical expertise with the client's creative vision, we helped our trade partner to secure the full rollout across 338 retail sites.

The Problem

The client set out to redesign and improve the POS decoration for a full 3-metre bay to highlight the Autoglym product range and they were seeking cost-effective, bespoke POS units.

The aim of the project was to make the products more visually prominent in-store and to achieve a more orderly display, given the wide range of products available.

With numerous SKUs to display, the solution demanded varied, attention-grabbing components, detailed copy and graphics, and exacting standards throughout the system.

Specifically, they wanted to improve:

- **Branded design quality** – Ensuring the new POS was contemporary, on-brand, and visually powerful.
- **Cost efficiency** – Optimising the total project cost without compromising on display quality or functionality.
- **A high level of service** – Effective project management, communication, production reliability, and installation support.

The scale and detail required made this project complex, requiring meticulous coordination throughout.

Products installed:

- / A flat-packed and easy-to-assemble merchandising system
- / 338 × 3-metre POS display bays with custom dividers



The Brief

The client came to us with a clear picture of what they wanted, and we transformed this into a structured brief, incorporating our suggestions on how to ensure success for both the client and the end customer.

The brief included:

- **An end-to-end service** including technical design, development, prototyping, volume production, logistics, and after-sales support.
- **Flat-pack packaging** to one delivery location to reduce shipping costs.
- **Easy to assemble component**, as store staff would be responsible for installation and storing displays.
- **Visual alignment** with Autoglym's branding and colour standards.
- **A functional and durable display**, suitable for the weight and variety of products on show.

To meet the client's brief and timeline, we followed a structured and collaborative process:

1. **Task force assembly:** We assembled a dedicated team consisting of creative designers, technical developers, and project managers to assess the brief, align on objectives, and outline a clear workflow.
2. **CPA:** We proposed and agreed upon a critical path analysis with the client to prioritise key tasks (such as design finalisation, prototyping, and production) and ensure on-time delivery, especially amid design modifications.
3. **Design collaboration:** Meetings were organised between the project manager and the client's team to refine the brief, clarify expectations (e.g., material requirements, structural needs), and prevent delays caused by miscommunication.

4. **Technical problem-solving:** Our team addressed technical challenges (e.g., translating the client's 2D renderings into functional 3D designs and validating the final solution with the client).
5. **Efficient production & logistics:** To balance cost-effectiveness and quality, volume production took place in China, leveraging local manufacturing capabilities for high-standard joinery at an affordable cost. Logistics were optimised by distributing the entire batch of displays from China to a single destination to minimise shipping expenses.

For this industry and the type of shopper involved, we recognised that the final displays needed to be not only visually appealing, but also durable enough to withstand a retail environment where shoppers are likely to be handling products to get more information and thoroughly assess their purchases.

The information on the shelving needed to be clear and precise to showcase the products in the best way.



The Results

We delivered a complete POS system that fulfilled all functional and aesthetic requirements, meeting cost and timeline goals. The client was highly satisfied with the results.

We produced components in multiple sizes to fit different store requirements and variations of existing display stands. Dividers were refined through multiple testing rounds, ensuring correct product categorisation, matched graphics for SKUs, and easy item location for shoppers.

We packed and delivered components in sets, allowing each store to receive its items in an orderly manner and all **338 stores** were equipped with high-quality displays.



Project Journey Overview

Creative Proposal & Design

In this phase, we worked closely with the client to ensure that the initial proposal and design met the brand guidelines, product types, and specific retail requirements.

Key parts of this phase included:

- Strict brand alignment with Autoglym's colour palette, tone, and core visual identity.
- Considering the shopper experience, for example, information clarity and ease of navigation.
- Ensuring feasibility by balancing design ambition with manufacturing capability and budget.
- Adhering to retail safety and compliance standards.

To maintain on-brand execution, we collaborated closely with the client's team, used approved brand guidelines, and aligned visuals during the design refinements.

We managed to achieve creative approval within **3–4 days per component**.



The final POS units in-store.

Technical Development

The technical development phase focused on transforming the creative concepts into precise 3D models for manufacturing use.

There were several challenges in this phase:

- **Material compatibility:** Integrating two core materials (metal + plastic components) into the display unit.
- **Scale adaptation:** Translating the creative design's proportions into technical specs that worked for both prototype and mass production.
- **Functionality vs. form:** Balancing the creative design's aesthetic (e.g., slim profile) with required functional performance (e.g., load-bearing capacity).

There were several considerations for the technical drawings:

- Dimensional precision (to 0.5mm tolerance) to ensure part interchangeability during assembly.
- Material specifications (grade, thickness, durability ratings) aligned with both safety standards and production feasibility.
- Assembly clarity: Detailed exploded views and bill of materials (BOM) to guide manufacturing teams.

When it came to client approval, further adjustments were made based on feedback, for example:

- Safety: No sharp edges or corners.
- Materials: Practical and sturdy.
- Functionality: Confirming all components performed reliably in real retail conditions.

The technical drawings were completed within **1–2 weeks** (including 3D modelling, engineering reviews, and safety/functionality checks). Client approval was secured within **7–8 business days** (including technical review, third-party testing coordination, and 1–2 rounds of design adjustments).

Prototyping & Approval

The prototype was produced within **4 weeks**. Through multiple rounds of testing, the top shelf branding was improved using a combination of **steel, magnetic components, and Foamex graphics**.

Even after bulk orders were placed, further refinements were made at the client's request, including an additional redesign of the dividers. This iterative partnership ensured the final units were fully aligned with expectations.

Volume Production & Trial

The final production took place in China and was completed over a period of **7 to 8 weeks**. There were no issues at this stage thanks to our detailed planning and project management process. The production process included:

- Comprehensive QC throughout material selection, printing, cutting, assembly, and packing.
- CPA-driven project management to maintain timelines.
- Ensuring all parts were consistent across the multi-component system.

Logistics & Installation

The final displays were delivered to a single UK location in cost-efficient flat-pack format. Clear labelling, organised packaging, and straightforward assembly instructions ensured a smooth setup by in-store teams.



Testimonial

"We had the initial challenge of producing large, bespoke POS units overseas at a reasonable cost. Working with KSF Global enabled us to manufacture in China with confidence, and we were impressed with both the quality and the service. The team understood our requirements and dealt with additions efficiently. I was particularly impressed with the intelligent solutions and engineering answers that were proposed.

When QA issues arose, they were rectified promptly and with a positive response. The Autoglym project was handled very well, and I was particularly pleased with receiving images and videos as well as clear updates throughout. We're looking forward to the next project with confidence!"

Managing Director, Mosaïque

Why KSF Global

As this project demonstrates, we're always available for our clients, providing hands-on, proactive support at every stage. We help our clients achieve faster approvals, easier rollouts, and more effective in-store visibility by adapting to their goals and challenges.

- / Flexible and proactive: We adapt to changing costs, timelines, and logistical needs.
- / End-to-end support: From materials to market, we stay involved.

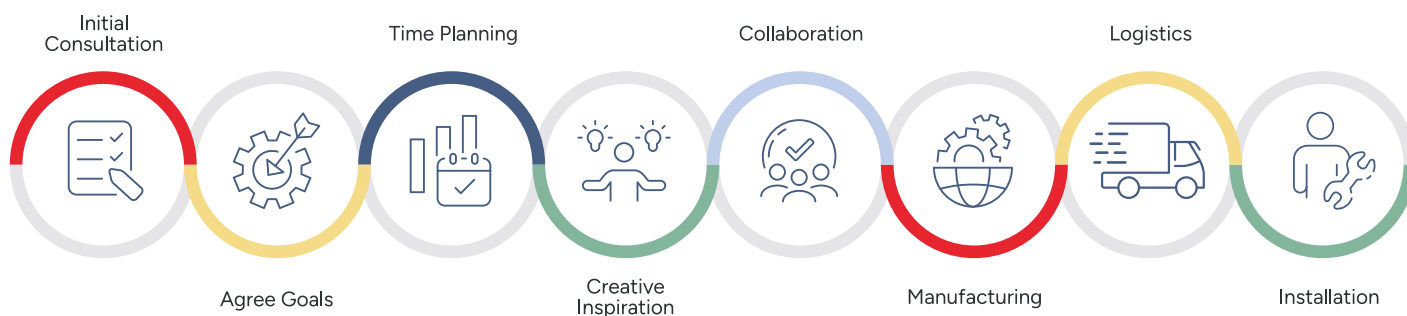


We are passionate about helping brands, retailers, and the trade create standout displays and fixtures that enhance customer experiences and drive sales. From start-ups to global names, our hands-on approach covers everything from sourcing materials and adapting manufacturing to securing retailer approvals to create happy customers.



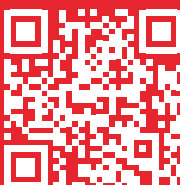
Start Your Journey Here

Our process supports you from initial idea to final installation, providing a complete solution that ensures a seamless experience.



Find out more

Set up a meeting with our team to see more of our work and discuss your project:



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