

KSF

Global

CASE STUDY

ProCook

Concept to global rollout: FSC-certified displays, delivered on-time with measurable cost savings.



Introduction

ProCook, a leading kitchenware and homeware brand and retailer with over 50 stores in the UK, approached us to improve the consistency and impact of their in-store product displays.

As the company prepared to expand with multiple new store openings, they needed **brand-aligned, functional displays** that showcased their products effectively while keeping costs under control.

The engagement began after ProCook discovered KSF Global online and recognised the need for an experienced manufacturer who could manage the **end-to-end process, from concept to completion, including** technical development, prototyping, production, logistics, and installation.

The Problem

The client approached us with three key challenges that needed to be solved:

- **New design** – They required a fresh, brand-aligned display that would consistently showcase their products across multiple stores and elevate the customer experience.
- **Costing improvement** – They needed to optimise project costs without compromising display quality or functionality, ensuring value while maintaining premium standards.
- **Service improvement** – They sought project management and logistical support to guarantee smooth execution and on-time delivery, especially given the tight deadline for new store openings.

Products installed:

- / 5x fully fitted retail stores
- / Multiple types of display units manufactured



The Brief

The client needed new displays for **five store openings in early October**, starting with an initial concept design that needed refinement for production suitability.

The displays had to be:

- **Functional** – structurally stable, easy to assemble, and compatible with multiple product types. Digital signage was also discussed at the briefing stage.
- **Brand-aligned** – aesthetically consistent with their identity, using FSC-certified oak solid wood for sustainability.
- **Efficient** – designed and produced at scale under strict cost and time constraints.

The project required the volume production with **60 units per display type**.

With global distribution in mind, the production was required to begin within a month of the initial enquiry.

The Insights

To meet the clients' goals, we implemented a **structured, collaborative process**:

- **Task Force Assembly** – A dedicated team of designers, developers, and project managers aligned objectives and mapped out a clear workflow.
- **Critical Path Analysis (CPA)** – Key milestones such as design approval, prototyping, and production were prioritised to safeguard on-time delivery despite late-stage design changes.
- **Design Collaboration** – Joint workshops with the client refined material and structural requirements, preventing delays from miscommunication.
- **Technical Problem-Solving** – We converted 2D renderings into functional 3D designs, incorporated FSC-certified oak, and refined solutions using iterative technical drawings.
- **Efficient Production & Logistics** – We chose to manufacture in China to optimise cost and quality and used flat-pack packaging and global shipping to minimise expenses.

Industry insights applied:

- **Retail functionality** – Ensured displays were both visually appealing and practical, featuring durability, stability, and ease of assembly.
- **Sustainability** – Prioritised eco-friendly solutions by sourcing FSC-certified oak, aligning with the client's brand values and wider retail trends.
- **Global rollout efficiency** – Logistics planning minimised shipping expenses and ensured safe, timely delivery to multiple international locations.

The Results

The prototype received praise for its high **quality, meticulous attention to detail, and thoughtful material selection**. After the **on-time delivery** of the first production run, the client **immediately placed a follow-up order**, demonstrating strong confidence in both the displays and the partnership. They commended the team's **flexibility and responsiveness** in adapting to the shift to double-slot columns without delaying deadlines.

Delivery outcomes

- **Prototype** – A fully functional sample was produced in 35 days, refined with client feedback, and approved for production.
- **Volume production** – Around 60 units per display type were manufactured within one month of finalised drawings, ensuring global distribution needs were met.
- **Timeline** – Despite the risk of a two-week delay due to late design changes, optimised workflows ensured that all units were delivered on schedule.

Tangible cost & logistics savings

- **29% transport cost reduction** – Container usage was reduced from 19 to 13.5 through efficient packaging and clear labelling.
- **Air freight avoided** – On-time delivery eliminated the need for emergency shipments, saving the cost of 3 additional air containers.
- **4% overall cost saving** – Material sourcing and production planning reduced total project costs.





The final displays in-store



Project Journey Overview

Creative Proposal & Design

The design phase transformed the client's concepts into practical, brand-aligned display solutions that communicated their message. Three key considerations drove this stage:

1. **Material surface treatment** – ensuring the FSC-certified oak wood delivered a premium look consistent with their brand image.
2. **Structural feasibility** – designing displays that not only matched the client's visuals but could also be safely transported and fit through store access points such as lifts.
3. **Brand alignment** – cross-checking every design element against the client's colour palette, material preferences, and retail guidelines to ensure consistency.

During the first rapid prototype review, the client requested a significant change: replacing the single-slot column with a **double-slot design** to hold more products. This required a complete redesign of the column structure, reordering materials, and re-prototyping, which could have added two weeks to the schedule.

To keep the project on-brand, our team provided regular design updates, validated adjustments against their brand standards, and worked closely with stakeholders to secure approval.

The initial creative proposal was delivered within **15 days**, with revised approval (following the incorporation of the double-slot modification) secured in just **7 days**, thereby keeping the project moving despite the design change.

Technical Development

The technical stage presented one of the most significant challenges of the project. The clients' initial visuals were **basic renderings with approximate dimensions** but no structural details. Our task was to translate these into **fully functional, safe, and manufacturable technical drawings**.

Key considerations included:

- Ensuring **design consistency** with the brand's visuals.
- Maintaining the **visual appeal** of visible parts to match retail display standards.
- Guaranteeing **structural stability and weight-bearing capacity** for heavy kitchenware.
- Designing fixtures for **ease of assembly** by in-store staff.
- Verifying **compatibility** between accessories and display frames.
- Meeting precise **dimensional requirements** provided in the renderings.

Our team provided **detailed certifications, conducted structural tests**, and iterated drawings rapidly until all requirements were satisfied.

Initial drawings were submitted within **14 days of design approval**, with final approval granted within **7 days** after incorporating client feedback and material validations.

This phase demonstrated our ability to transform **loose renderings into fully engineered, FSC-compliant solutions** that meet strict safety and brand requirements, while remaining responsive to evolving client needs.

Prototyping & Approval

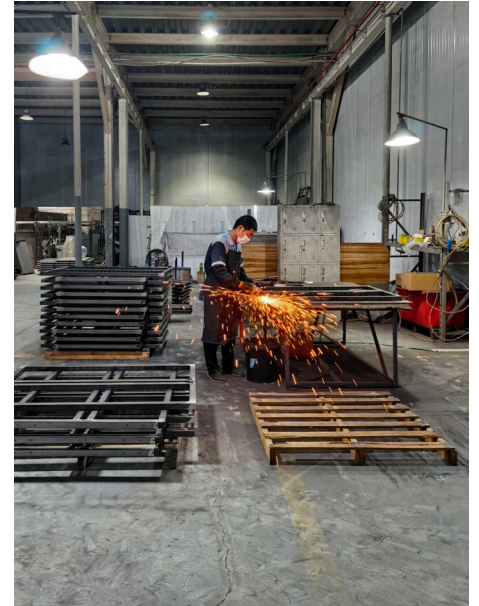
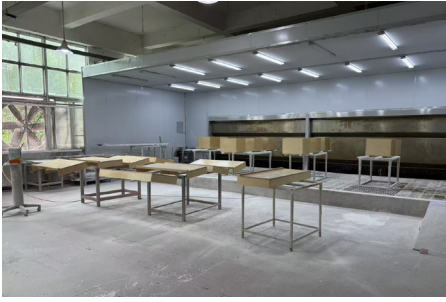
The prototype stage took approximately **35 days**, with the duration extended by the client's request to switch to a **double-slot column design**.

During this phase, our team focused on **material durability and structural integrity**. We verified that the iron pipes used in the double-slot columns could safely bear the required product weight.

The client praised the prototype's **quality and finish**, but seeing the physical product allowed them to refine their requirements further. They requested **minor design adjustments** for the second batch of orders. To accommodate these changes, we revised most technical drawings and sourced new materials, ensuring the updated design remained compliant with brand and structural standards.

The prototype phase provided the client with **confidence in both the quality and durability of the design**, while also serving as a catalyst for refining the final design. It ensured that full production was based on a **tested, validated model** that met both brand and functional requirements.





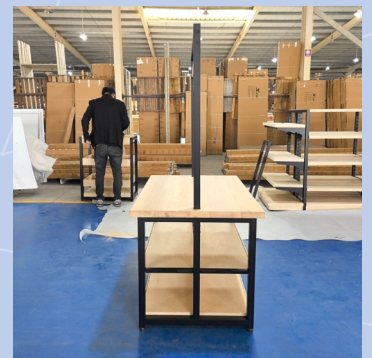
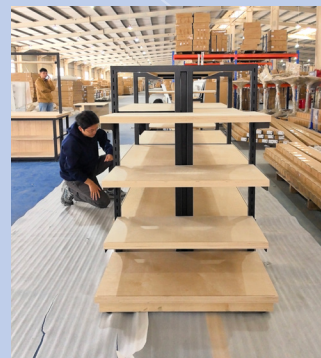
Volume Production & Trial

Volume production was carried out in **China**, leveraging skilled local joinery and cost-effective manufacturing capabilities.

Once all revised technical drawings were finalised, the production phase was completed in approximately **one month**.

The main challenge at this stage was managing **ongoing design modifications**, some of which were introduced even after production had started. To address this, our team worked closely with the factory to update instructions in real time, adjust schedules, and ensure no delays to the overall timeline.

This phase demonstrated our ability to **adapt flexibly during production**, delivering large-scale volumes quickly and accurately, while incorporating late-stage design changes without compromising on quality or deadlines.

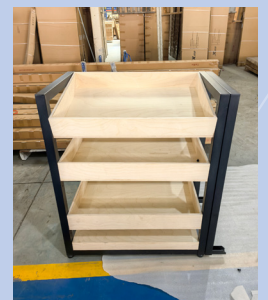


Logistics & Installation

Logistics planning was integral to cost and service delivery.

- **Packaging optimisation** – Flat-pack design and careful labelling reduced container needs from 19 to 13.5 (29% saving).
- **Air freight avoided** – By staying on schedule, costly emergency shipments were unnecessary, resulting in a savings of three air containers.
- **In-store efficiency** – Clear assembly instructions, labelled cartons, and removable stickers ensured easy setup with no residue.

Displays were delivered to their global retail locations on time, ensuring seamless support for their new store openings.



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.

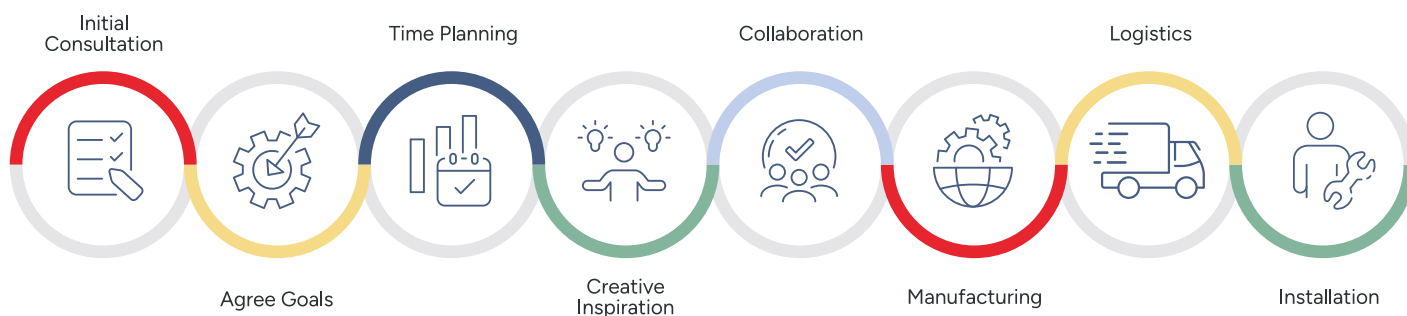


We are passionate about helping brands, retailers, and the trade create standout displays and fixtures that enhance customer experiences and drive sales. From start-ups to global names, our hands-on approach covers everything from sourcing materials and adapting manufacturing to securing retailer approvals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



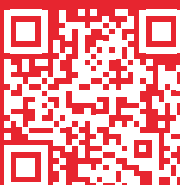
Start Your Journey Here

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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