

KSF

Global

CASE STUDY

Panelto Foods

Bringing Panelto Foods brand to life in-store



Introduction

Panelto Foods is a successful manufacturer known for high-quality, private-label bakery products. With a reputation for craftsmanship and excellence, Panelto has established itself as a trusted supplier to major retailers and foodservice providers across Ireland and the UK.

After working with a design agency, they needed a point-of-sale (POS) solutions expert who could guide them through the entire journey - from concept to prototype, production, and rollout. They also needed cost-effective, permanent in-store displays for their new range, designed with strong branding to stand out in the bakery aisle.

The Problem

There were several challenges in this project:

- The client was introducing their first branded in-store display and required our expertise and support.
- We needed to adjust an existing high-end trade show prototype into mass production version, while maintaining competitive edge.
- The display units had to adhere to Tesco's stringent DSG (Design Group) standards for approval.
- There was a tight delivery and installation timeline for 120 stores.

The client sought not just a manufacturer, but a collaborative partner capable of guiding them through design, development, retailer approvals, and large-scale production.

Products installed:

- ✓ Free-standing display units for 120 stores
- ✓ Full Tesco DSG approval secured



The Brief

The objective was to adapt a premium trade show display into a cost-effective, scalable unit for deployment into 120 Tesco stores.

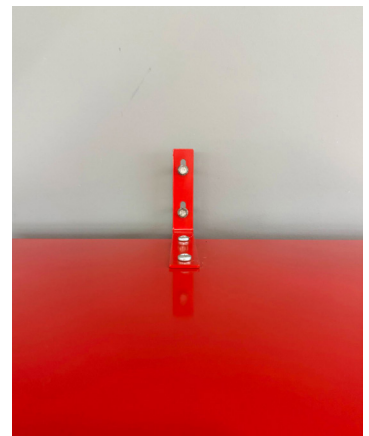
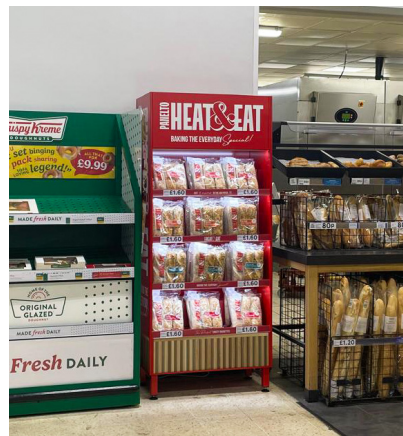
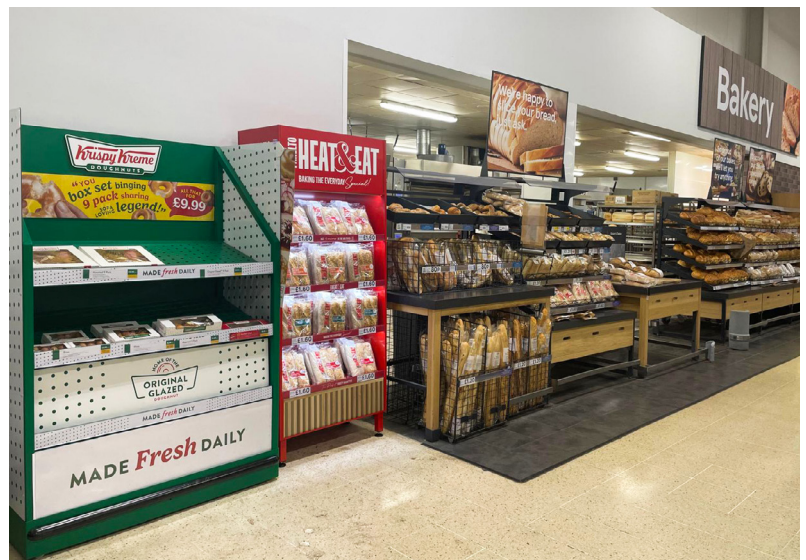
The solution needed to retain the premium look and feel while meeting budgetary, operational, and compliance requirements. This involved revising the design, developing full technical drawings, achieving cost reductions for volume manufacturing, and guiding the client through the Tesco DSG approval process.

The Results

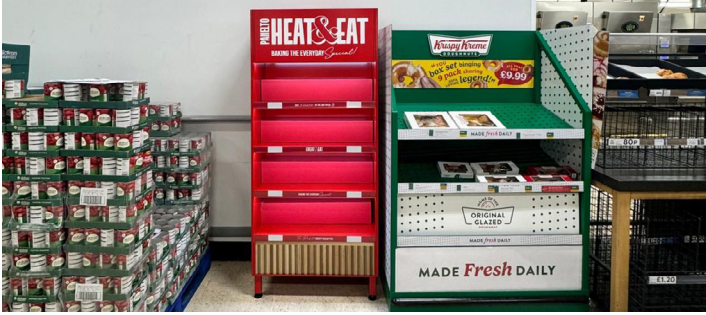
- Trial units were installed in Tesco stores, enabling a full rollout across the UK and Ireland.
- Tesco's merchandising team also commended our for our expertise, transparency, and support.
- The client was highly satisfied with our speed, technical know-how, market insight, and cost-effective solution.

By transforming a high-end prototype into a scalable retail solution, we helped them successfully enter the branded retail space, achieving an impactful in-store presence and setting the stage for future growth.

Beyond this project, the displays gave the client's new brand crucial visibility in a competitive bakery aisle, helping to boost customer awareness and drive sales. The successful launch also strengthened their retailer relationships and established a proven model for future branded activations.



The client's display unit installed in-store.



Project Journey Overview

Creative Proposal & Design

The client provided initial visuals, and we supplied estimates for high, medium, and low-specification options. We aligned on a low-to-medium spec to meet their budget and timeline goals.

Technical Development

With the cost and approach approved, we developed full technical drawings. Minor design adjustments were made in collaboration with the client, to prepare for the first prototype.

Prototyping & Approval

The first prototype was produced and reviewed by the client and Tesco. After an initial meeting, minor amendments were agreed upon to meet housekeeping and facilities maintenance standards.

With our guidance during the approval meetings, they experienced a significantly smoother process. We explained what was feasible and helped to secure approval.

A second prototype with the agreed changes was approved for trial production and in-store installation.

We participated in in-person reviews with the Tesco team, engaging over 20 project stakeholders. We were entrusted to address compliance, manage actions, and ensure accountability throughout the development process.

Volume Production & Trial

The trial units were produced in just four weeks using UK manufacturing facilities, which included complex electrical components, such as timer switches, and late-stage additions, including extra shelving.

The trial units were installed for ROI assessment, with plans for a wider rollout across the UK and Ireland.

Logistics & Installation

We fully managed logistics and installations across multiple stores within tight timelines, including site surveys, stakeholder coordination, RAMS preparation, bookings, and reporting. Our experienced in-house project management team led the process.



The client's display unit installed in-store.

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.

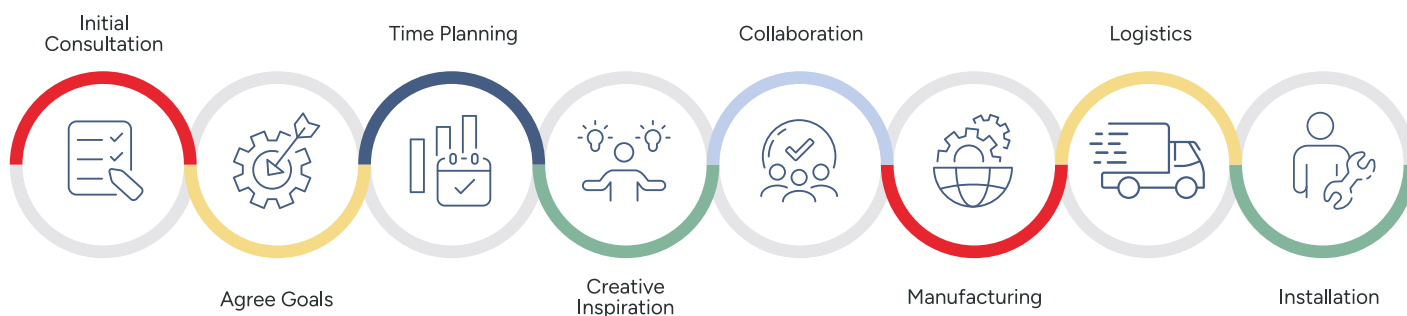


We are passionate about helping brands, retailers, and the trade create standout displays and fixtures that enhance customer experiences and drive sales. From start-ups to global names, our hands-on approach covers everything from sourcing materials and adapting manufacturing to securing retailer approvals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



Start Your Journey Here

Our process takes you from initial idea to final installation, providing a complete solution that meets your needs and 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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