

KSF

Global

CASE STUDY

Cottonmount

Maximising Retail Space:
How we created a multi-functional display



Case study

Introduction

Cottonmount Workwear has a strong history as a manufacturer and supplier of durable workwear for tradespeople, farmers, and industrial workers.

Guided by values of honesty, reliability, and exceptional customer service, the company has grown significantly since its beginnings as a small hardware shop under John Quinn Senior in the early 1910s. Today, Cottonmount Workwear is one of Ireland and the UK's foremost suppliers of durable and professional workwear, having rebranded to its current name.

Cottonmount Workwear approached KSF Global seeking bespoke retail displays, including point-of-purchase displays, gondolas, and free-standing units, for their workwear stores.

The Problem

The primary challenge was timing: the client required a swift turnaround, with full rollout achieved within four months after prototype approval. Meeting this target demanded precise coordination of design, prototyping, production, logistics, and installation.

Products installed:

- 150 wall unit displays
- 100 mid-floor and 65 footwear gondolas



The Brief

The client required a full rollout of retail displays from July to late October, including one full 40 HQ (high cube) trailer of stock. Their key requirements were:

1. Tile copy should be easy to pick up and replace
2. Maximise available retail space
3. Provide a multi-functional display for a wide range of
4. Highlight the brand's main product lines

The Results

We created new prototype designs and guided the client with concept designs (initial visual ideas) and planogram visuals (diagrams showing the placement of products in displays) to ensure product clarity and brand consistency.

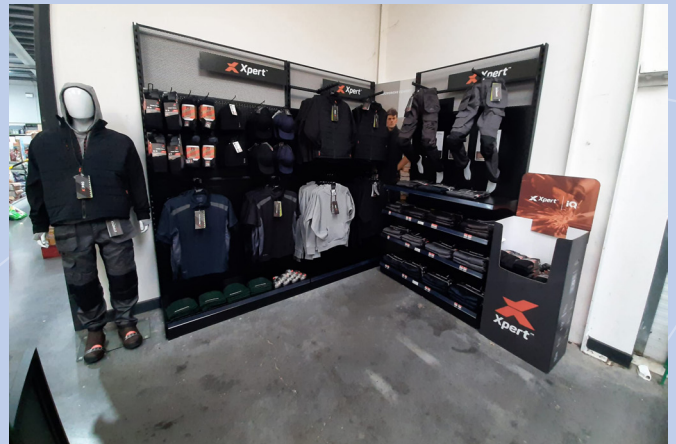
The displays delivered on the client's brief. We created a set of product displays that maximised their available retail space without overcrowding. The units were versatile and effectively showcased all their products. The strategic presentation of main product lines increased customer engagement and enhanced brand visibility in-store.

Focused project management drove the rollout, as the client received frequent updates, including critical path analysis schedules and quality control reports. Clear communication was maintained through shipping and production.

The project resulted in:

- 150 wall unit displays
- 100 mid-floor gondolas
- 65 footwear gondolas

All units arrived within four months, meeting the client's original brief.



Project Journey Overview

Creative Proposal & Design

KSF provided several design options aligned with the client's brand guidelines and retailer criteria. The proposals featured modular, adjustable displays that integrate seamlessly into current store layouts, providing flexibility for various products.

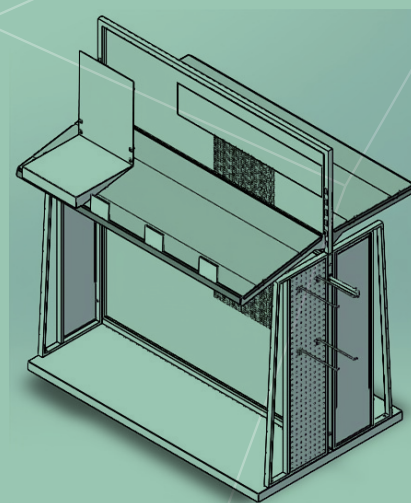
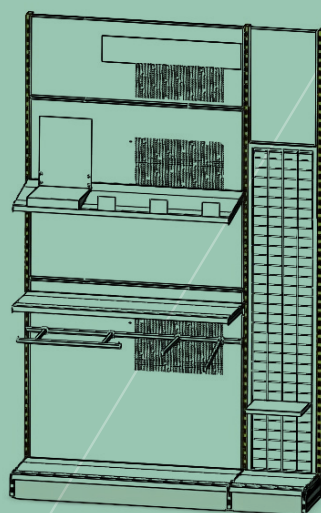


Technical Development

The engineering phase prioritised functionality and efficient space use.

- Wall bays (shelving sections attached to the walls) were connected with totems (vertical display structures) for a more unified display.
- Hidden mounting holes were added to the centre island racks to hang extra products.
- Enlarged side panel screens increased the impact of branding and advertising.

The result was a versatile **display with high space efficiency**.



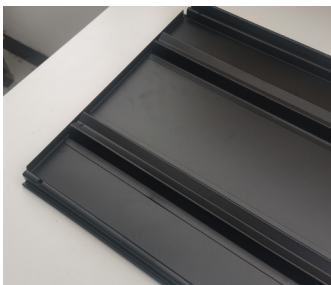
Prototyping & Approval

Prototypes were produced quickly and arrived in excellent condition. The client approved the designs with minimal adjustments, allowing for a seamless transition into production.



Volume Production & Trial

Rapid production was crucial. KSF provided photos and quality control reports at every stage to ensure transparency and build client confidence. Production stayed on schedule, meeting strict deadlines.



Logistics & Installation

KSF organised delivery directly to Belfast, ensuring an uninterrupted rollout of all displays and maintaining the client's retail operations.



Testimonial

"I recently had the pleasure of working with KSF and I am happy to say that the service I received was excellent.

From the CAD designs to the prototyping and final production, KSF demonstrated a high level of expertise and professionalism. The final bulk production was as good, if not better, than the prototype.

KSF showed great creativity and design skills throughout the process, and their problem-solving abilities were equally impressive. Communication was excellent, and I was always kept informed of the progress of my project. The quality of their work was outstanding and exceeded my expectations.

Overall, I am extremely satisfied with KSF's services and would highly recommend them to anyone looking for high-quality workmanship."

Product Development, Cottonmount

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.

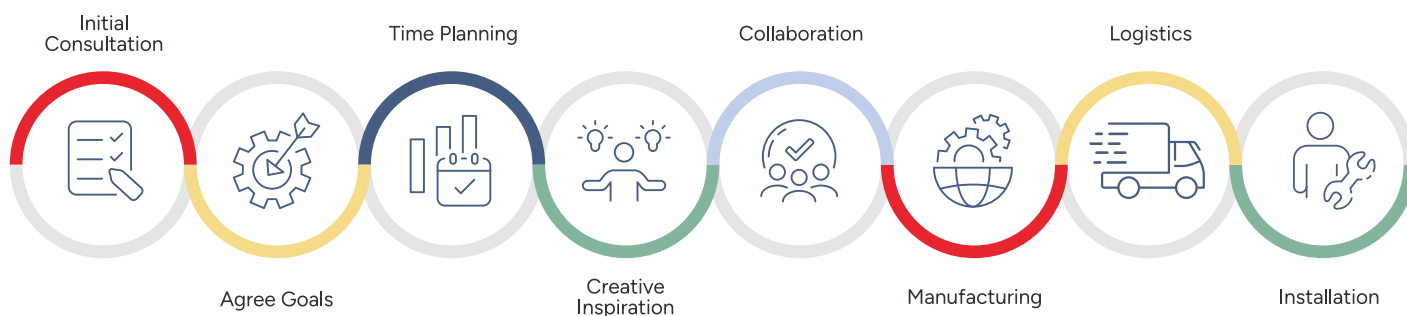


We are passionate about helping brands, retailers, and the trade create standout displays and fixtures that enhance customer experiences and drive sales. From start-ups to global names, our hands-on approach covers everything from sourcing materials and adapting manufacturing to securing retailer approvals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