

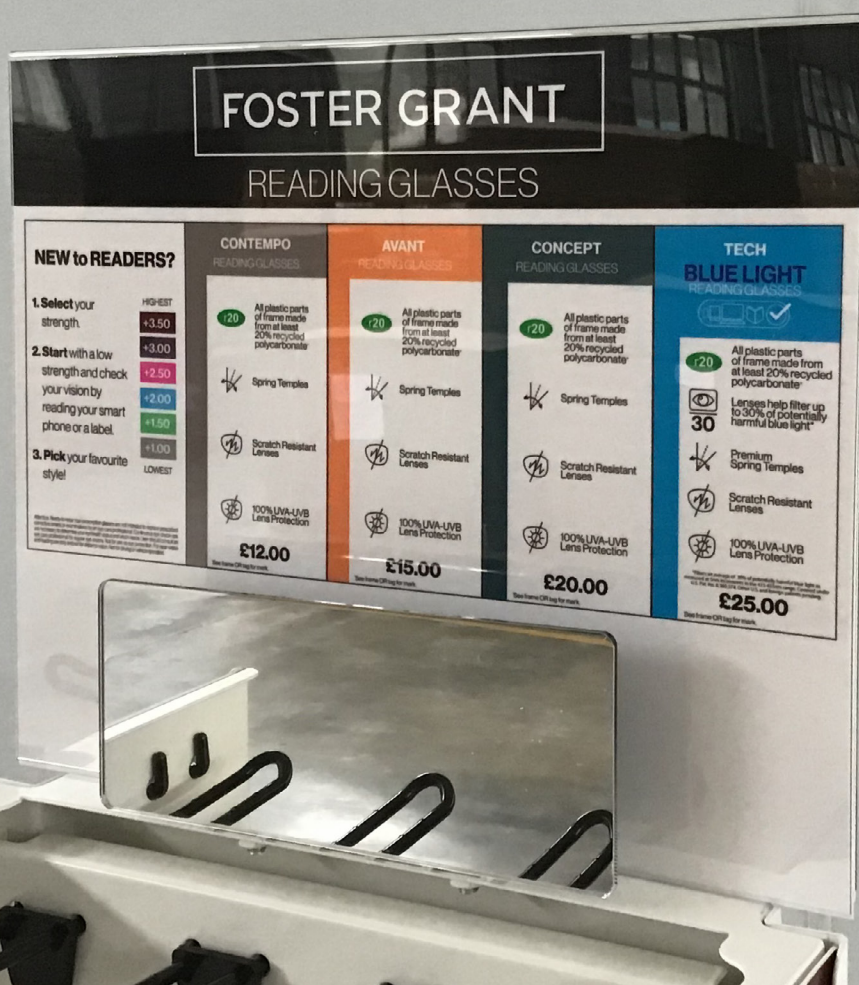
KSF

Global

CASE STUDY

FGX

Elevating Eyewear Presentation with Custom Display Solutions



Introduction

FGX International, a subsidiary of Essilor Luxottica, designs non-prescription reading glasses and sunglasses. With a portfolio of renowned brands, FGX is recognised for its innovative eyewear and strong market presence.

Foster Grant, a flagship brand of FGX International, is renowned for its stylish and affordable reading glasses. As a pioneer in the eyewear industry, Foster Grant combines fashion-forward designs with high-quality materials, making their reading glasses a popular choice among consumers.

To maintain their market lead, the client required modern, efficient displays to effectively showcase products in retail settings.

The Problem

Before working with us, the client sourced POS displays from the UK and Europe. Collaborating with multiple suppliers resulted in display inconsistencies. They needed streamlined, cohesive displays to reinforce their brand and enhance the customer experience.

We advised that manufacturing in China would ensure a reliable and cost-effective supply, while maintaining the required quality.

Initially hesitant about switching to manufacturing in China, the client was reassured when we outlined the full project timeline and explained the process in detail. Additionally, the client faced a stringent approval process for its marketing budget. The lack of a global supply network among their suppliers resulted in high costs, forcing them to continually search for suppliers offering more reasonable estimates.

Products installed:

- 200 Freestanding Spinner Displays
- Glasses Parasite Units



The Brief

The client required a unified, high-quality display to enhance product presentation and reduce long-term costs. Requirements included:

- **Consistent branding** across all retail environments, replacing a mix of displays sourced from multiple suppliers.
- **Scalable production** to match local and global demand while meeting strict marketing budgets.
- **Practical displays** that enhance shopping, helping customers find the right products.
- **Reliable supply chain management** to enable cost efficiency and timely delivery.

We were tasked with delivering a cohesive solution that meets strategic objectives while ensuring the stakeholders of Far East manufacturing quality and reliability.

The Results

We proposed these solutions:

The Products:

200 Freestanding Spinner Displays

We designed and manufactured 200 freestanding spinner displays, each with 72 hooks, graphic lenses, and ticket inserts. The di-bond printed panels were die-cut to fit injection-moulded nose bridges and arms for secure placement. Spinner bases featured lockable castors in each corner, finished in semi-gloss black EPC, and were equipped with full-length mirror acrylic sides.

The Products: Glasses Parasite Units

Mounted on existing store fixtures, these units maximised space. Hooks accommodated glasses, while printed top panels provided product information. Color-coded sections directed customers to the correct lens strength and type, creating a clear and accessible display for Foster Grant glasses.

The Service: Hybrid Production Model

We operate a hybrid model with production facilities in the EU, the US, and the UK, enabling flexible and cost-effective solutions. Our supply chain model allowed efficient management of the client's needs. By leveraging Far East sourcing, we alleviated budget pressures while still providing on-time delivery.

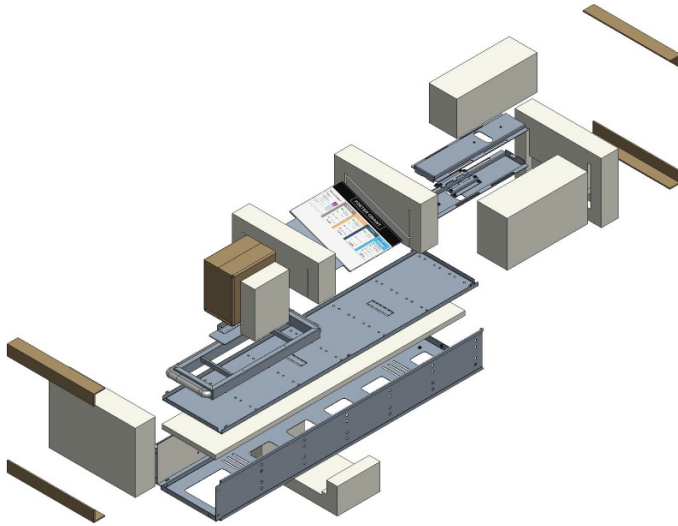


This flexibility was crucial for the client, given the competitive retail environment and the need for prompt responses.

We quickly delivered the prototype, showcasing their ability to meet their demands and build trust in their capabilities.

The collaboration resulted in a resounding success. Their new POS displays have significantly improved their product presentation and customer engagement, resulting in increased sales and an enhanced brand reputation. They praised us for our commitment to quality and reliability, affirming their decision to choose us as a long-term partner.





Product packaging drawings



Project Journey Overview

Creative Proposal & Design

We began by developing a comprehensive and innovative proposal tailored to address the clients' specific needs. The design focused on enhancing the stability and ease of assembly of the display stands while incorporating a monitor to showcase product features and usage.

Technical Development

We made significant improvements based on their original display. The objectives were to enhance stability and ease of assembly by incorporating new foldable side panels with secure brackets, thereby improving structural integrity and compact packing.

Prototyping & Approval

The client was impressed by the high quality of the display units, particularly the perfect welding and smooth finish. This phase ensured that the display stands met all functional requirements while maintaining a professional appearance.

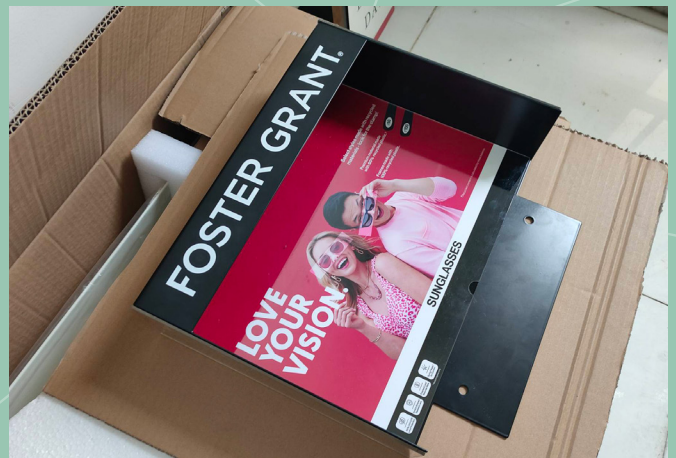
Volume Production & Trial

We employed rigorous project management practices, utilising Critical Path Analysis (CPA) and comprehensive quality control checks from material selection to final packing. This meticulous approach guaranteed adherence to project timelines and superior quality.

Logistics & Installation

We managed the installation smoothly through strong communication with logistics partners. Clear labelling made assembly easy for store staff. Extensive tests confirmed stickers stayed attached securely and left no marks when removed.

The client praised our strict process control and the quality of our reports. We adapted the design for various store fixtures by utilising universal arms and multiple clamps. Early site surveys by our UK team ensured precise measurement.



The POS displays, ready to be packed

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.

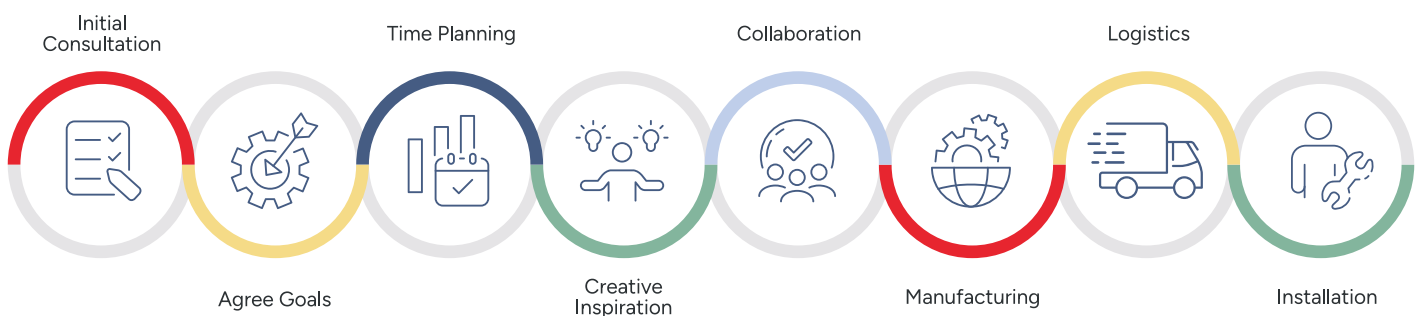


We are passionate about helping brands, retailers, and the trade create standout displays and fixtures that enhance customer experiences and drive sales. From start-ups to global names, our hands-on approach covers everything from sourcing materials and adapting manufacturing to securing retailer approvals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



UK: 0044 8450 944 699
China: 0086 592 582 5201
USA: 01 888 439 0008

sales@ksf-global.com
ksf-global.com/contact