

KSF

Global

CASE STUDY

Lifetime Brands

A permanent free-standing gondola display to present a range of kitchenware



Case study

Introduction

Lifetime Brands leads the world in the design and development of consumer home products, including kitchenware and tableware. Its products are sold under trusted brands such as Farberware®, KitchenAid®, Sabatier®, Amco Houseworks®, Chef'n®, and KitchenCraft®.

Their products are available in department stores, national chains, off-price retailers, supermarkets, and online. Lifetime Brands also supplies bespoke, private-label products to primary retailers globally.

The Problem

The client commissioned us to create and supply a permanent, free-standing gondola display to present and promote a selected range of kitchenware to a leading US retail chain. The display needed to be adaptable to different packaging shapes and deliver a strong branding message that drives sales.

We had previously worked with the client's European Regional Head Office on a project to develop and launch POS/POP displays for the UK and European markets. We were then referred to the brand and marketing team in the US, so they could leverage our advantage as a one-stop services provider, offering competitive pricing through our global supply chain.

Products installed:

- / 800 sets of 2-sided free-standing units
- / A flat-pack packaging structure for shipping and storage



The Brief

The brief from the customer and end user was broad, so we adopted a 'proposal-feedback-revise' cycle to reach a display that met the customer's requirements while maintaining brand integrity. Tight timelines left no margin for error.

Specifically, the brief was as follows:

- Create a permanent free-standing gondola display unit.
- Present and merchandise a selected range of kitchenware for a leading US retail chain.
- Ensure that the display can be adapted for different packing shapes.
- Include strong branding messages to drive sales.
- Create a flat-pack structure designed for low-cost shipping and easy storage.

To meet the brief quickly, we produced multiple design options to streamline the client's decision-making. The team then rapidly built a prototype. One central challenge was coordinating and managing the timeline from inception to completion.

The Results

To deliver a freestanding gondola display capable of holding diverse kitchenware products, we offered multiple designs that reflected product features and adhered to brand standards and retail constraints.

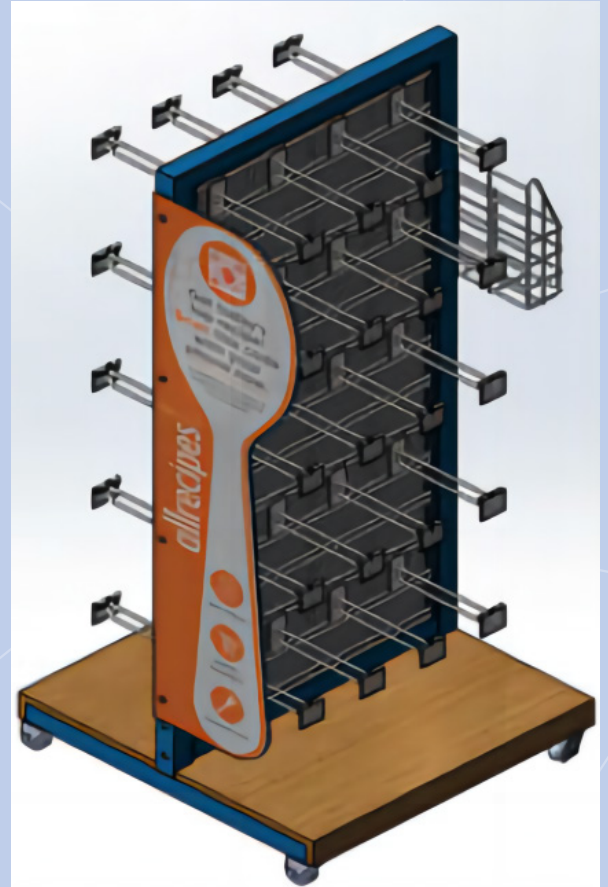
All the customer's objectives were achieved with the on-time delivery of a low-cost, permanent freestanding gondola display designed to showcase and sell a selected range of kitchenware for a leading US retail chain.

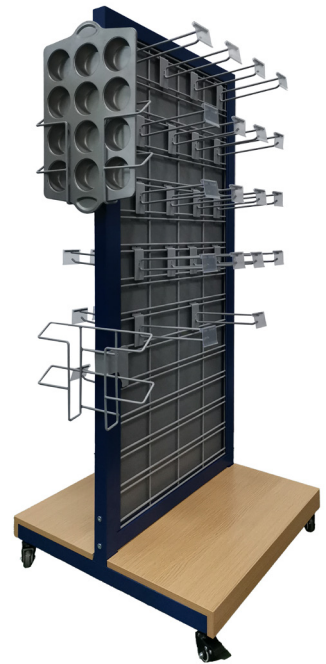
The display was also designed to be easily adapted to different package shapes and sizes and to stand on castors for easy movement around the store.

Finally, the packaging was designed to be flat-packed for convenient storage at the customer's warehouse and to minimise shipping and delivery costs.

The client now has a permanent, free-standing gondola display stand to present and promote a selected range of kitchenware products for use in the home for a leading US retail chain. The display can accommodate products of different sizes and shapes, and the customer's branding message has been included to boost sales.

The customer was highly satisfied with our project management and especially the final result.





Project Journey Overview

Creative Proposal

After consulting with the customer on the gondola display's function and cost, we finalized the design and confirmed the compatible flat-pack structure.

Technical Development

During the technical development phase, we faced several challenges that required innovative solutions.

A primary concern was designing an LCD fitting that was both simple and robust, ensuring durability and ease of use. In response, we developed new foldable side panels equipped with brackets that securely attached to the stand. This feature not only enhanced the display's structural integrity but also enabled a more compact packing size, significantly reducing transportation costs.

Further improvements were made to the stand's upright structure to enhance stability, which is crucial for supporting the unit's weight and facilitating optimal customer interaction. Additionally, the hooks were extended to accommodate their specific products, successfully meeting the required capacity and display aesthetics.

Prototyping & Approval

The next stage of development involved approving the prototype. This process usually takes 3-4 weeks, but we completed it in 2 weeks, so it was delivered on time for final approval.



Volume Production & Trial

Given the project's short lead time, we ensured that once the prototype was approved by the customer, the units were produced quickly.

As per the customer's requirements, we produced 800 sets of 2-sided units, totaling 2X40'HQ, along with product pictures.



Logistics & Installation

Another important factor to consider was the packaging for the samples. We went to great lengths to ensure the product was flat-packed and well-presented. This saved the customer shipping and distribution costs.

Production finished on schedule, and the client's quality control (QC) department was contacted to check the production and book a container for shipment. The inspection by QC needed to be arranged so that it coincided with the loading time to prevent any delays to the shipping schedule.

It is of paramount importance to us that units are safely loaded onto containers. Accordingly, we follow a comprehensive set of procedures to ensure that goods arrive with the customer in the condition in which they left our facility.



Testimonial

"Both my company and the retailer who is using the fixture have all commented on how well-made the fixture is. It is easy to assemble and incredibly sturdy."

Further details:

Creativity: Ben and his team did a fabulous job providing us with multiple versions of the fixture they designed, offering small, unique details that elevated its appeal and functionality.

Cost: We have found KSF Global to be highly competitive in comparison to other overseas manufacturers.

Communication: Ben and Ellie did a tremendous job of getting back to me in a timely fashion, despite the time difference. They kept me informed about the order's progress and worked seamlessly with my overseas team to organise shipping. They made the entire process completely painless.

Punctuality: All our orders have been delivered on time without issue.

Product quality: Both my company and the retailer who uses the fixture have commented on how well-made the fixture is. It is easy to assemble and incredibly sturdy.

Thanks for all your work on this project, and I look forward to working with you and your team in the future."

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.

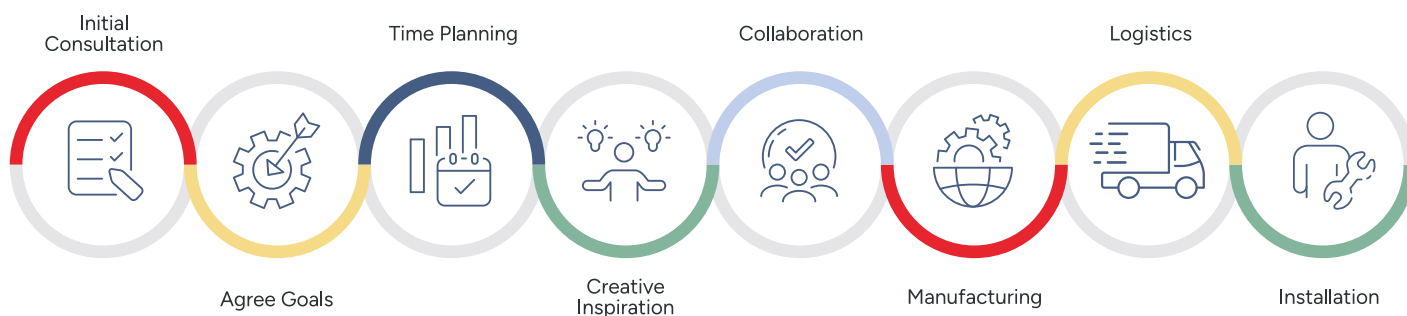


We are passionate about helping brands, retailers, and the trade create standout displays and fixtures that enhance customer experiences and drive sales. From start-ups to global names, our hands-on approach covers everything from sourcing materials and adapting manufacturing to securing retailer approvals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



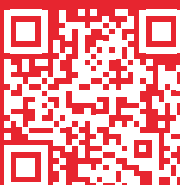
Start Your Journey Here

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