

KSF

Global

CASE STUDY

DGAmericas

How our end-to-end solution helped this brand to secure permanent floor space in a large U.S. retailer



Case study

Introduction

Design Group Americas (DG Americas) designs, manufactures, and distributes a diverse range of branded and private-label consumer products across the seasonal, stationery, gift, craft, and toy sectors. The company wanted to secure retail space for a stationery product line at Kroger, the second-largest general retailer in the U.S.

KSF Global was recommended to DG Americas because of its outstanding work on a previous gondola display rollout for Lifetime Brands in Kroger stores.

The Problem

The client wanted a permanent display to replace the cardboard units currently used to maintain its retail presence and enter this new chain of retail stores.

The retailer's strict deadline intensified the challenge. Since this was the client's first permanent display, achieving success was crucial to impress the retailer.

The client was looking for a retail display vendor who met the following criteria:

- Retail experience
- A fast lead time
- Quality products
- Affordable prices
- A turnkey solution

Products installed:

- Free-standing gondola displays
- Installation in over 300 stores across the U.S.



The Brief

The customer's brief outlined three distinct objectives:

1. Provide a creative design with a flexible solution that could be adapted to different store floor layouts and product lines.
2. Manage the design and sample approval process efficiently to allow sufficient time for production, distribution, and installation.
3. Provide a turnkey service from concept to installation.

The Results

The client initially faced some challenges with the retailer. These included: the product mix to be displayed, identifying the ideal size and shape of the display units in the various tiered stores, and the particularly tight lead time required to meet their installation deadline.

Fulfilling all customer needs was challenging, but we proactively managed the evolving requirements between the retailer and client, ensuring the project met the timeline.

We offered the customer a comprehensive service from the outset, which covered the entire project, from design and production to shipping, distribution, and white-glove installation, thereby reducing the time spent using different subcontractors.

Our team collaborated across functions to ensure seamless execution at every stage, immediately alleviating pressure from the retailer's deadline.

Our team also delivered a range of modular design options for all stakeholders to assess. This enabled quick decisions, cost savings, and rapid prototyping. We ensured all committee members approved the proposals before advancing to the next stage.



Our speed, efficiency, craftsmanship, and quick turnaround earned the client's praise.

We exceeded expectations by delivering a custom end-to-end solution on time and at competitive prices, demonstrating our expertise with large U.S. retailers.



The final display unit after production



Here are some of the modular displays KSF initially proposed to the customer:



48"x48" display



48"x24" display



24"x24" display

Project Journey Overview

To provide the customer with a free-standing gondola display that could hold several different kinds of kitchenware products, we provided multiple design options that incorporated the products' features and were consistent with the customer's brand guidelines and the retailer's restrictions.

Creative Proposal & Design

Our proposal featured modular displays and design options, allowing for easy reconfiguration to match different store layouts and providing the necessary flexibility for various products.

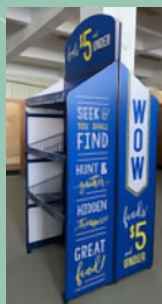
Technical Development

At this stage, the structure required precise engineering. We ensured flat packing (carefully designed packaging that allows products to ship compactly when disassembled) to minimize shipping, warehousing, and distribution expenses. Compact packing also significantly reduced packaging costs and environmental impact.

Another advantage was a fast assembly time without compromising the display's stability and durability.

Prototyping & Approval

The next stage of the project was approving the prototype, which was quickly created and delivered in perfect condition. The customer was so happy with it that they signed it off immediately.

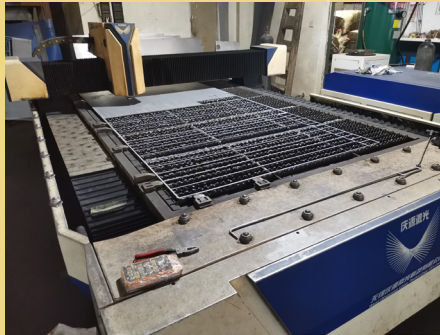


Volume Production & Trial

Ensuring a fast production time was vital for the customer, and we were able to deliver on time, providing photos and QC reports at each production stage.

Providing volume production was essential to ensure a smooth roll-out to multiple stores. We completed this quickly, and once the customer had approved the sample, they were fully informed of the production journey throughout.

A complete graphic package (pre-printed signs, labels, and promotional materials) was made available with the display for immediate and convenient use in stores.



Logistics & Installation

The client asked us to manage local distributions in the U.S and install the display in over 300 stores in the Seattle and Houston areas.

We handled local customs clearance (navigating import procedures), container coordination (organizing shipment logistics), unloading, pick and pack (sorting and packaging for delivery), and delivery, providing biweekly status updates for every location.

All deliveries were completed within two weeks, to the client's satisfaction



Testimonial

Here's what DG Americas had to say:

"The quality of service and collaboration with yourself, Lisa, and your company has been nothing but first class, and I am hopeful that we may have another project for you to quote on very soon.

Thanks for everything during this project, and we will use KSF Global again very soon!"

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.

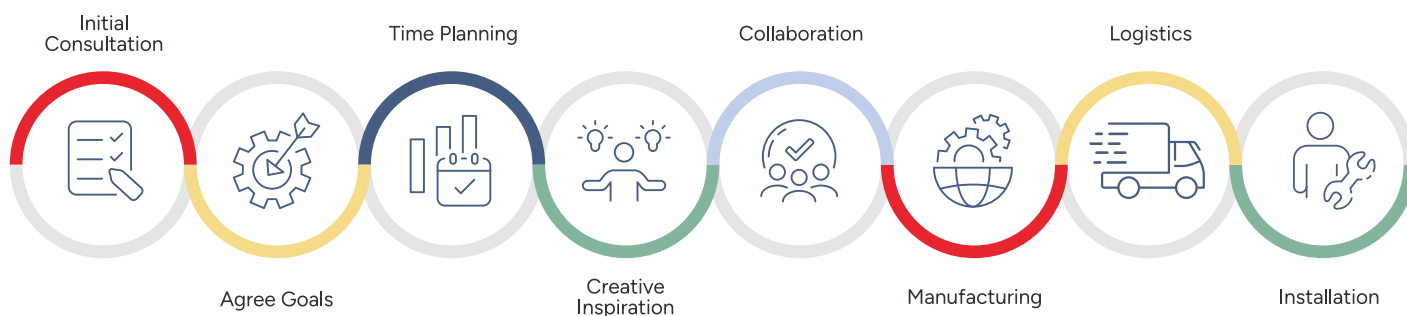


We are passionate about helping brands, retailers, and the trade create standout displays and fixtures that enhance customer experiences and drive sales. From start-ups to global names, our hands-on approach covers everything from sourcing materials and adapting manufacturing to securing retailer approvals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



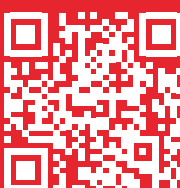
Start Your Journey Here

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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