

KSF

Global

CASE STUDY

Unicorn

How this sports brand designed an innovative display stand with strict health & safety standards



Case study

Introduction

Unicorn darts, chosen by world champions, have won more World Championships than any other brand. With over 130 years of experience, Unicorn is known for helping amateurs become professionals and stands as a powerhouse in the industry.

The Problem

The client needed a new display unit for their latest darts and accessories. However, their in-house team faced challenges creating a POS display that had to be locked and secure in a retail environment.

- In the retail industry, sharp products are kept behind locked doors, blocking the view and often resulting in unattractive displays.
- The new units had to display both new and previous-year products, since the latest line was still in production.
- To save costs, the unit needed flexibility for different SKUs.

Products installed:

- / Bespoke designed POS unit
- / A secure solution that met health & safety requirements



The Brief

The sports equipment market is a highly competitive industry experiencing significant growth in retail stores. According to Grand View Research Inc., the sports equipment sector is set to be worth \$89.22 billion by 2025. Speciality sporting goods currently dominate nearly half the market, setting a trend likely to continue.

As with all projects, our team conducted initial research and evaluation of the client's industry. With such high industry growth, they need to be strategic with their planning and lead times to remain market leaders. Our unique way of working assisted the client in both areas.

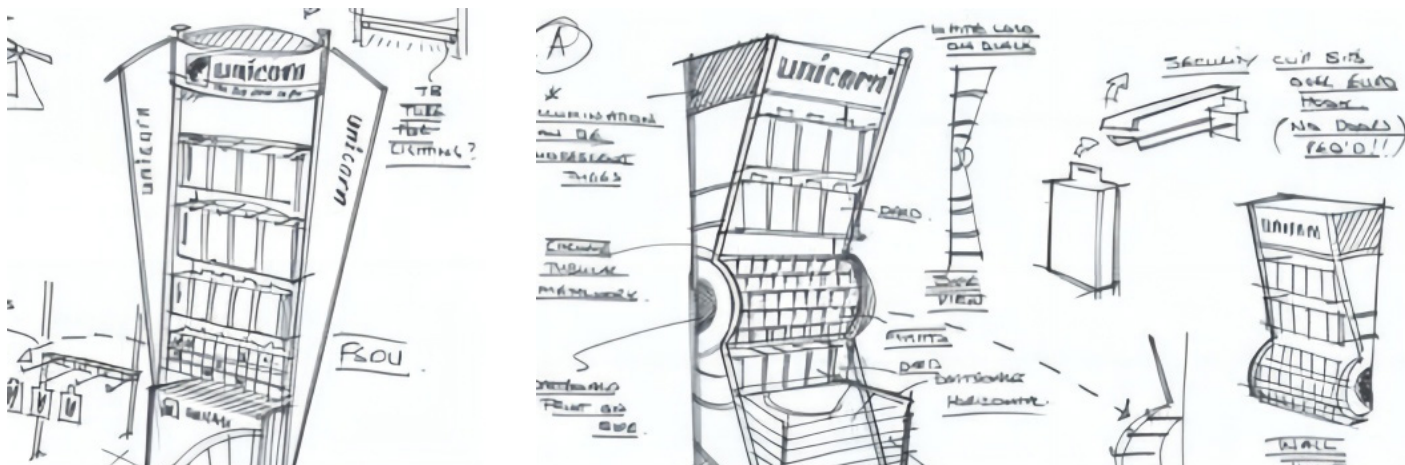
Sporting equipment, like many other industries, has stagnated in pushing innovative retail design. As speed to market has become a major driver of sales, a 'standard' way of designing retail units has emerged. Adding a metal cage to all freestanding units across the sector for security purposes was a prime example of this. We wanted to present an idea that would balance security with product presentation.

Finally, we wanted to offer them a new manufacturing process. One that would be quicker, ease the burden on their in-house team, and aim to achieve overall cost savings. Creating a new prototype in time for their conference would be the ideal time to test this process fully and see if it could create a whole new way of working.

The client gave us a clear brief: A free-standing unit to display a new product line.

- The products needed to be secure to meet retail health and safety standards while remaining visually appealing.
- The unit had to be flexible enough to also display the previous year's products if required.
- The design and manufacturing needed to be completed within 6 months.
- The prototype was needed to test at an industry conference.





The Results

Our research led to a clear plan for the project:

- Develop a project's critical path plan to ensure all involved parties coordinate and meet time constraints.
- Use our design brief template to conduct a deep-dive evaluation of the client's needs.
- Conduct competitor and industry analysis to develop concept design options that break traditional design conventions.
- Involve all relevant stakeholders to assess and fine-tune the final concept.
- Create fully rendered visuals of the chosen design for sign-off.
- Use our China production facilities to significantly reduce costs.
- Fast-track the prototype for quick turnaround and fully test it prior to dispatch.
- Keep tracking the progress against the critical path plan to meet the schedule target.
- Host meetings to finalise the design based on all the feedback.
- Plan the roll-out plan and delivery schedule with the client's marketing team.
- Keep the customer fully informed during production and delivery with periodic reports.
- Conduct a project review after the rollout to identify the areas of improvement.

To help the client visualise the POS display stand, we created full renders of the designs, simplifying the process of making alterations. Only a few minor changes were needed before the designs were sent to our Chinese manufacturing facility.

The Chinese team sent weekly image-based updates to the client as the prototype was being made. As the prototype needed to be ready in time for an event, our team in China conducted an additional on-site quality assurance test.

We developed a final display stand that perfectly met their specifications:

- A bespoke design POS display unit matching their exacting needs.
- We created a security solution that both protected products and enabled customers to view the range, increasing shopper engagement while maintaining brand heritage.
- The unit is durable and flexible for a variety of retail settings.
- Met the very tight budget via our diversified supply chain.

The display unit prototype was designed to be durable, high-quality, and very easy to maintain. The final prototype included a 'security bar' which prevented customers from removing products unassisted. A new, simple design meant products were no longer obscured by a metal cage, allowing customers to see the full range while adhering to health & safety standards.

With the short lead time, it was paramount that the project could be completed quickly and within budget. We finished the project with time to spare, easing the client's stress. We continue to work closely with them on their retail vision, advising and assisting them on in-store marketing needs.

Since working with us, the client has:

- Received overwhelmingly positive feedback on the new POS displays from the internal sales & marketing team, along with trade account customers.
- Seen a dramatic uplift in sales.
- They showed innovation as market leaders in both products and marketing.
- Made vast improvements in managing & coordinating their in-store POS displays.

We continue to maintain a positive working relationship, designing and producing POS/POP displays that meet the needs of the sporting equipment sector.



Testimonial

"We were impressed by their professionalism, enthusiasm, and, more importantly, their understanding of our brand, heritage and market position. KSF Global rose to the challenge and had Prototypes in place for us here at Unicorn to show to Retailers and Distributors during our half-year conferences and buying exhibitions... I would recommend to any Brand or Retailer to challenge KSF Global to conceptualise, design, manufacture and deliver a quality unit on time and to budget".

Marketing Director, Unicorn Group.

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.

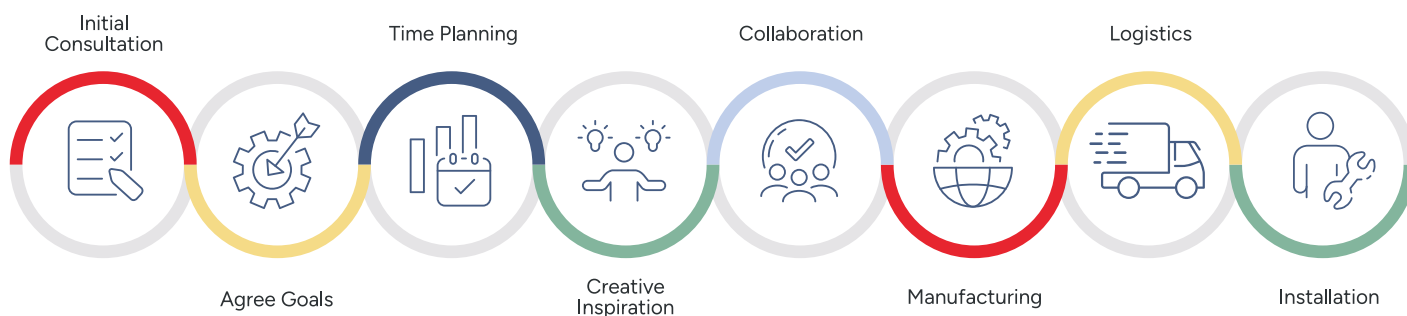


We are passionate about helping brands, retailers, and the trade create standout displays and fixtures that enhance customer experiences and drive sales. From start-ups to global names, our hands-on approach covers everything from sourcing materials and adapting manufacturing to securing retailer approvals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



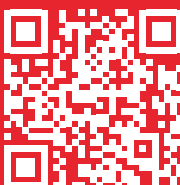
Start Your Journey Here

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