

KSF

Global

CASE STUDY

Build-A-Bear

Giant Hugs:
How We Helped Build-A-Bear Workshop Celebrate
Its 25th Anniversary



Introduction

Build-A-Bear Workshop, established in 1997, has grown into a global leader in the stuffed toy industry.

With nearly 500 stores across the US, Canada, Europe, and Asia, the company appeals to all ages and their dedication to delivering a one-of-a-kind, interactive retail experience sets it apart from traditional toy retailers.

Beyond commercial success, Build-A-Bear supports philanthropy. Since founding its charitable foundation in 2004, the company has donated over \$22 million and given 1.5 million furry friends to charities worldwide.

The Problem

At the client's request, we developed a retail display featuring six-foot-tall bears for the front of each US and UK store, totalling approximately 500 units.

The primary objective of the project was to create a visually appealing and engaging display that showcased the brand's iconic bears.

With safety being a top priority, we closely collaborated with the client throughout the entire process to ensure that safety standards were upheld. During the project, we meticulously addressed potential safety concerns, particularly the risk of the six-foot bear falling forward or backward if a child were to tug on it or its clothing.

Rigorous testing led us to use a specially designed scaffolding and rear stand, which secured the bear and reduced safety risks.

Products installed:

- 360 bears with scaffolding, 55 spare bear skins and outfits
- 20 party arches



The Brief

The client had several specific needs for the project.

1. They required the installation of six-foot bears in a safe manner. Ensuring that the display was secure and posed no risk to customers or staff.
2. The client emphasised the importance of a robust display that could withstand the demands of a retail environment.
3. Another crucial aspect of the project was managing logistics efficiently to deliver the six-foot bears to stores in both the US And UK.

Given their commitment to safety, the project had to adhere strictly to product safety standards. The client prioritizes the use of high-quality materials for its products, including high-grade polyester fiber for stuffing. All products undergo comprehensive testing with documented passing reports to maintain a reputation for reliability and safety.

To control the production time frame and meet the client's installation date, we created a detailed critical path analysis (CPA) and ensured it was continually updated from the stage of enquiry through to production. A quality control (QC) report was also provided at every stage to ensure the product satisfied the customer's strict quality requirements.

We held frequent internal meetings to assess the supporting structure and improve its robustness.

To assist our clients' stores with the assembly of the bears, we developed clear assembly instructions, including a list of parts and straightforward wording that streamlined the installation process. All these steps ensured on-time delivery and a timely handover to the forwarder.

The Results

To help the client achieve their goals, it was essential to conduct multiple tests, maintain clear communication channels with the client, and strike a balance between safety and aesthetics so that the end customers could fully enjoy the fixture.

The stand for the bear was tested and adjusted multiple times to ensure maximum stability. A QC report was sent after every iteration, and video calls were held between us and the clients' teams in the UK, US, and China to:

- Review all samples
- Discuss any feedback
- Highlight any necessary adjustments

This process let us make prompt improvements. For example, we extended the connecting bar from the inner scaffolding to the outer stand to improve security.

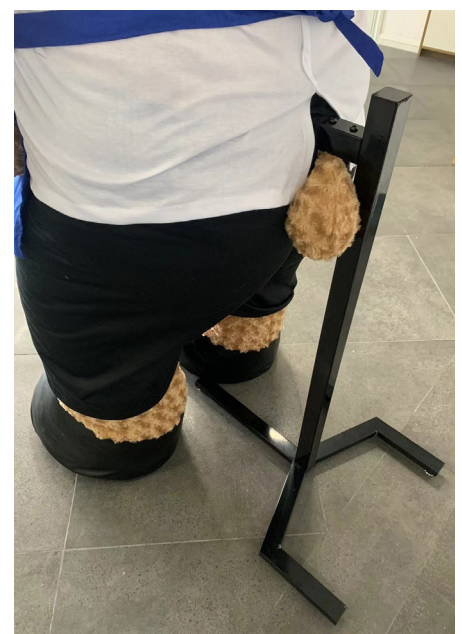
Additionally, EVA was wrapped around the tubes to provide more support to the bear's arms.

Effective project management from start to finish was critical to the success of this project. Procedures were followed closely, all packing requirements were carefully checked, and the clients' online order management system (OMS) was continually updated. This kept everyone on the same page and ensured the client's vision was fully realized.

A successful rollout of 315 bears to the USA stores and 50 to the UK stores. Logistics were performed smoothly, with the timely submission of shipping documents and tracking, allowing for ample time for local distribution.

The overall production lead time for this project was 45 days, ensuring that it was completed in time for their 25th anniversary celebration.

We're happy to say that the customer was delighted with the final product. As a result of this project's success, mutual trust was established between the parties, and they have since sent us more enquiries for upcoming projects.





Project Journey Overview

To bring their iconic bear to life as a display fixture and satisfy both aesthetic and safety requirements, we created multiple samples and prototypes and worked collaboratively with the client to find the best solution.

Creative Proposal & Design

We used our technical expertise to design a secure structure. This would support a six-foot plush bear without compromising appearance.

In the creative proposal, we presented an initial concept for the stand, as well as a party arch that would be positioned behind the bear, welcoming customers into the store in a truly captivating way.

Technical Development

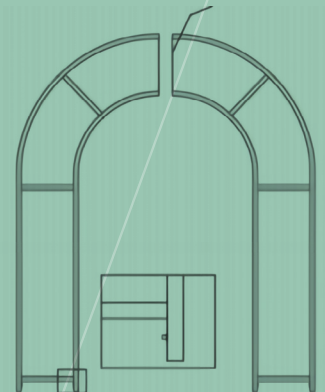
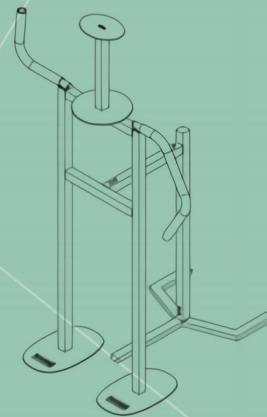
During the technical development phase, the structure underwent several iterations to ensure that both safety features and overall appearance were being maintained.

Another key consideration was to ensure that the structure could be easily assembled and disassembled at the clients' stores for a smoother installation process. This stage of the project journey was driven by constant communication between us and the client's teams, resulting in several improvements to the bear stand.

Prototyping & Approval

The next stage of the project journey was the approval of the prototype. We were able to create the prototype quickly, deliver it in good condition, and send a timely QC report. A meeting was then held with them to discuss improvements.

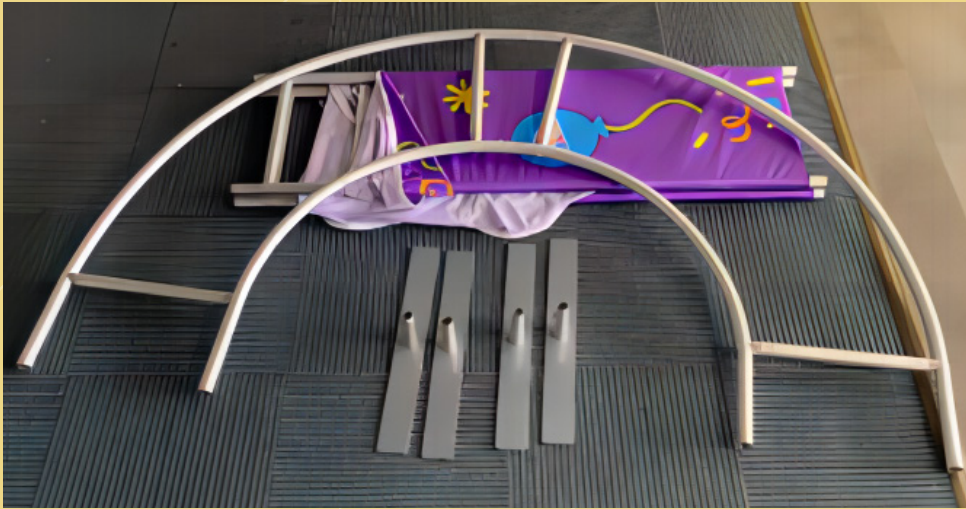
One such improvement was to extend the connecting bar from the inner scaffolding to the outer stand, thereby maximizing the stand's security. The client also requested that the square tubes for the arms be replaced with round tubes and wrapped with EVA to provide additional support.



Volume Production & Trial

We successfully achieved a production lead time of 45 days, enabling fast and on-time delivery, which was of paramount importance to the client. Production and delivery included 360 bears with scaffolding, 55 spare bear skins and outfits, and 20 party arches.

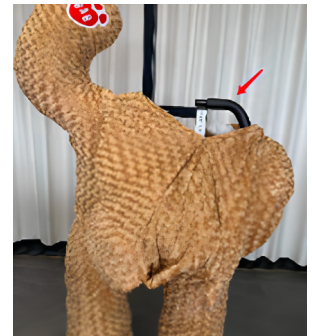
QC reports and CPA updates were provided at every stage of the production process. Photos were also regularly provided to keep the client updated on the progress.



Logistics & Installation

We were able to provide smooth logistics management by following the client's Export Guide, booking with an authorized shipping agent, and downloading relevant labels from their OMS. Specialized boxes were also designed to ensure maximum security for LCL shipments.

We included clear assembly instructions with all orders. This included example photos and plain language to support easy assembly in stores.



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.

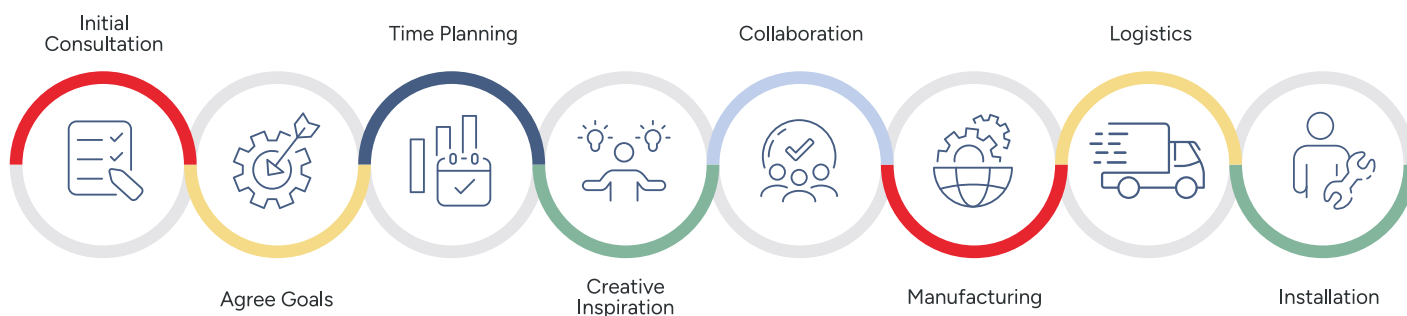


We are passionate about helping brands, retailers, and the trade create standout displays and fixtures that enhance customer experiences and drive sales. From start-ups to global names, our hands-on approach covers everything from sourcing materials and adapting manufacturing to securing retailer approvals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



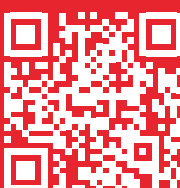
Start Your Journey Here

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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