

wilsondisplay

store fixtures

Head Office
1645 Aimco Blvd. Mississauga
Ontario, Canada L4W 1H8
Phone: (905) 625-9200 Fax: (905) 625-3199

Wilson Display partners with Sterling Shoes to develop a new prototype concept for their Shoe Wear House banner

Objectives:

- To upgrade the retail environment and to create immediate impact upon entering the store
- To allow further introduction of higher end brands into the merchandising mix
- To get shoes out of boxes and overstock onto the floor; wanted to create a bright and fresh shopping environment
- To stay within height restrictions to allow visibility to the back of the store where clearance merchandise is displayed
- To incorporate light weight metal shelving system that was both flexible and economical



Wilson Display is a Full Service Fixture Supplier

The Process:

- Wilson Display was selected from several North American fixture suppliers to provide input on the conceptual store layout, to design and value engineer, and to supply and install the interior
- Each fixture was designed with the objective of maximizing its merchandising capacity and selling performance while keeping stock organized and visible
- Wilson Display manufactured the metal fixtures, coordinated the manufacturing of non-metal fixtures as well as coordinated the logistics and installation



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Wilson Display provides all the services a retailer needs for a complete store fixture package at a competitive price

The Execution:

- *Wilson Display was selected because of its broad range of in-house capabilities and its reputation to deliver every job right, on time and on budget*
- *The fixtures supplied by Wilson Display included the circular cash desk, sign holders, window display, shoe racking/shelving/outrigger wall, and the feature end displays*
- *From start to finish, the entire design, manufacturing and installation project took 10 weeks to complete*



Customer Testimonial

“We chose Wilson Display because of their track record of superior customer service, practical design sensibilities, and ability to source any product they do not manufacture themselves. As promised, we received the personal attention of a dedicated Account Manager who ensured that our aggressive timeframe was met.”

Scot Sheeler
VP, Store Operations – Sterling Shoes



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