

# Clothing Store Saves \$30K in Shipping Costs



## THE CHALLENGE

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A privately held American retail company specializing in clothing and outdoor recreation equipment was looking for a new affordable and flexible retail environment solution to suit their stores' current needs. They needed a way to quickly and easily swap out in-store marketing information. Its previous POS solution included wallpaper vinyl, which was failing on-site.

## THE SOLUTION

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We developed a variety of creative retail environment elements including faux picture frames for communication boards, as well as, unique navigation and wayfinding signage.



## THE RESULTS

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### Reduced Shipping Costs



Providing more permanent, up-to-date and evergreen in-store features has helped our client save approximately \$20-30K in freight expenses.