

Prominent Retailer Seeks Dynamic In-Store Signage Solution



Custom engineered for ease of use

Situation

Outdoor products company The North Face was preparing to launch a chain of stores focused specifically on women and running/training activities. The store concept called for unusually dynamic uses of signs and graphics including large perimeter shelf graphics, window signage, free-standing acrylic blocks, garment lanyards and more. All would be changed out frequently by store teams and must match The North Face's existing store fixture package.

Solution

Taylor Communications' internal R&D team developed a series of custom solutions to address The North Face's precise performance requirements. Taylor's fixture experts designed, prototyped and manufactured powder-coated shelf frames to accept magnetic graphics, giving them a permanent look while enabling easy changeover by store employees. Special two-sided SEG hanging lightboxes were also created to match. Meanwhile,

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Our materials experts tested countless types of adhesive vinyl until the ideal combination of quality, durability and ease of installation was identified.

Outcomes

The signage and graphics system engineered by Taylor Communications has helped The North Face bring its newest store concept to life. Taylor team members installed the fixtures and graphics in multiple locations, refining all assembly, scheduling and delivery logistics. Other stores were then given detailed installation guides and supply caddies, ensuring they would have everything needed to set up, change out and maintain the signage system ongoing. The end result is a cost-effective signage solution that gives The North Face complete control of their in-store brand presence and the ability to pursue fresh marketing opportunities quickly with minimal impact on day-to-day store operations.

