

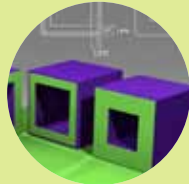
Success Story:

After an original test in two stores JC Penney determined that the program would be a huge success. It has been and they have continued to order Kids' Fresh Face for more than 3 years.

View additional case studies at www.miramarsolutions.com



Fort Worth, Texas
toll free (800) 889-3146
www.miramarsolutions.com



case study

JC Penney
Kids' Fresh Faces



Complex Challenge:

To improve the look of the boys, girls and infant/toddlers departments at JC Penney in a cost-effective manner, using visual elements that kids can relate to, while maintaining an easy-to-shop-in environment for Mom.



Simple Solution:

Miramar Designs created several colorful, high-impact displays and signage solutions for the "Kids' Store at JC Penney", including glossy, vacuum formed shrouds that are used to convert existing tiered tables into engaging fixtures that look new and keep costs down. Miramar also designed and crafted injection molded sign frames, and lettering made from medium impact styrene, with a raised, hot stamped foil, to color match the shrouds in each department. Wooden cube stackers, powder coated in matching colors for each department, were also part of the effective solution.



This sign includes 4 of the 75 plus insert molds utilized in the program.

Quantity:
120 original sets

Distribution:
Direct to 120 stores;
continue to ship to new
and renovated stores.

Materials:
Injection molded plastic
(75+ molds), vacuum
formed plastic, sheet
metal, and routed
plastic sheet metal.

Process:
Design, engineering,
prototypes, production.

Stacked three-panel
construction, all insert molded,
comprised of a center section
and two molded frames.



Plastic colors and
hot stamp foils were
matched to specific
PMS numbers to
correspond with
other components
and printed
materials in the
department.

Simple solutions
for complex displays.



Girls 7-16 Sign
mounted to
columns within
the department.