

Success Story:

Initial results from the test store were outstanding and the Michael's team expressed enthusiastic feedback regarding the overall presentation. The new store concept was recognized by *DDI Magazine* as one of the best looking new stores for 2009.

View additional case studies at www.miramarsolutions.com



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



miramar
designs Ltd.

case study
Michael's
New Store



Complex Challenge:

Engineer and produce many different components, including large printed panels, a system of extrusions and hardware, and overhead graphics, for a new "store within a store" concept Michael's developed with an independent design firm. Upon approval, an additional challenge was to complete delivery of the first store within a short lead-time.



Simple Solution:

Miramar Designs developed many different prototypes to ensure material choices would be made that best represented the intended new look, and remained sensitive to limited budgets for small quantities that would initially be ordered. Utilizing its injection molded insert capabilities, Miramar Designs produced multiple components, including aisle identifiers, gondola top sign holders, header signs for the Artie displays, and others.



Printed PETG sheet
cut to shape



Insert injection
molded headers

Quantity:
70 stores

Distribution:
Shipped full trucks
direct to stores.

Materials:
Wood, metal (tubing
and sheet metal), foam,
aluminum and plastic
extrusion, injection
molded plastic, vacuum
formed plastic, and
printed materials.

Process:
Interpret provided
design, extensive
engineering, multiple
prototypes
and fabrication.

Simple solutions
for complex displays.