

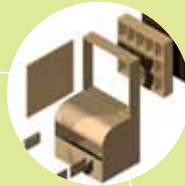
Success Story:

The store aesthetics were immediately improved and floor covering samples are now displayed in a much more orderly fashion. Customers are welcomed into a planned environment with clean rows and a consistent presentation of products.

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case study

The Home Depot
Store-of-the-Future
Floor Covering Retail
Environment



Complex Challenge: Simple Solution:

Aesthetically present floor covering materials from fourteen different vendors in The Home Depot environment, furthering The Home Depot commitment to providing consumers with a destination shopping experience for all floor covering products and services.



Miramar Designs used Canopy End Caps, designed and built specifically for this assignment, as the graphic focal point. Upon entering The Home Depot stores, consumers are immediately drawn to the flooring department and made aware of the wide range of products and services available. The tremendous offering of carpet colors are displayed on single product Colorwall Easels, giving consumers an immediate understanding of the products available in a recognizable watercolor box format. Upper end, hard surface products (e.g. wood, laminate, and ceramic) are also presented in an easel-style, using interchangeable 30" x 30" installation product panels. Less expensive floor covering products are presented with flip card displays categorized by product style.

Store specific fulfillment. 50+ units per store, each with a specific product mix; collated samples from various vendors.



Metal structure.



Vacuum formed sample pallet.

Injection molded sample guides.

Quantity:
300 Store Sets

Distribution:
Bulk products from fourteen vendors were collated into store sets, installed on each display as necessary, and shipped direct to each store as a complete retail environment.

Materials:
Metal (tube and sheet metal), wood, injection molded plastic, vacuum formed plastic and routed plastic sheet.

Process:
Design, engineering, prototypes, and production.

Simple solutions
for complex displays.