

The Container Store's Softer Solution



The Container Store, the nation's leading specialty retailer of storage and organization products with more than 75 stores located coast to coast, was seeking to create eye-catching visual signage to introduce a new custom product line called TCS Closets.

The Opportunity

Working side-by-side with The Container Store for many of their visual messaging needs, our new FabriWare fabric signware solution was the perfect fit for their new campaign. Our challenge was to provide a product that delivered maximum visual impact fitting seamlessly onto varying sizes of end caps using minimal hardware, and to serve as a single-source supplier by delivering easy-to-install kits containing both the frames and the printed fabric graphics.



The Rose Solution The Benefit

To draw shoppers into the new product category, our team of designers customized our standard FabriWare™ Soft Signware, a lightweight, minimalist frame system whose ultra-thin profile can evoke a frameless effect. FabriWare signage is highly adaptable and can be changed in minutes by just one person. We developed custom brackets to allow store employees to easily attach the perfectly fitted fabric signage to varying sizes of end caps without any drilling or damage. Teaming with a printing partner for the durable, lightweight graphics enabled us to serve as the single-source supplier for both the rollout and the ongoing graphic replenishment program.

Building on an existing partnership that The Container Store's vice president of visual merchandising described as being "centered on service, communication, transparency and solution-oriented design," Rose helped a valued client launch an important new product category. The Container Store project reflects our ability to customize existing products creating visual messaging solutions that bring each client's vision to life.

"Rose Displays is always willing to partner with us to find the right solution— not just any solution, but one that fits our brand and merchandising needs. . . . Additionally, the service level and response to any issue is terrific, making their team feel like a true extension of our team. Their partnership was crucial to the success of this very important product launch"

— Brian Morrison,
Vice President of Visual Merchandising, The Container Store

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