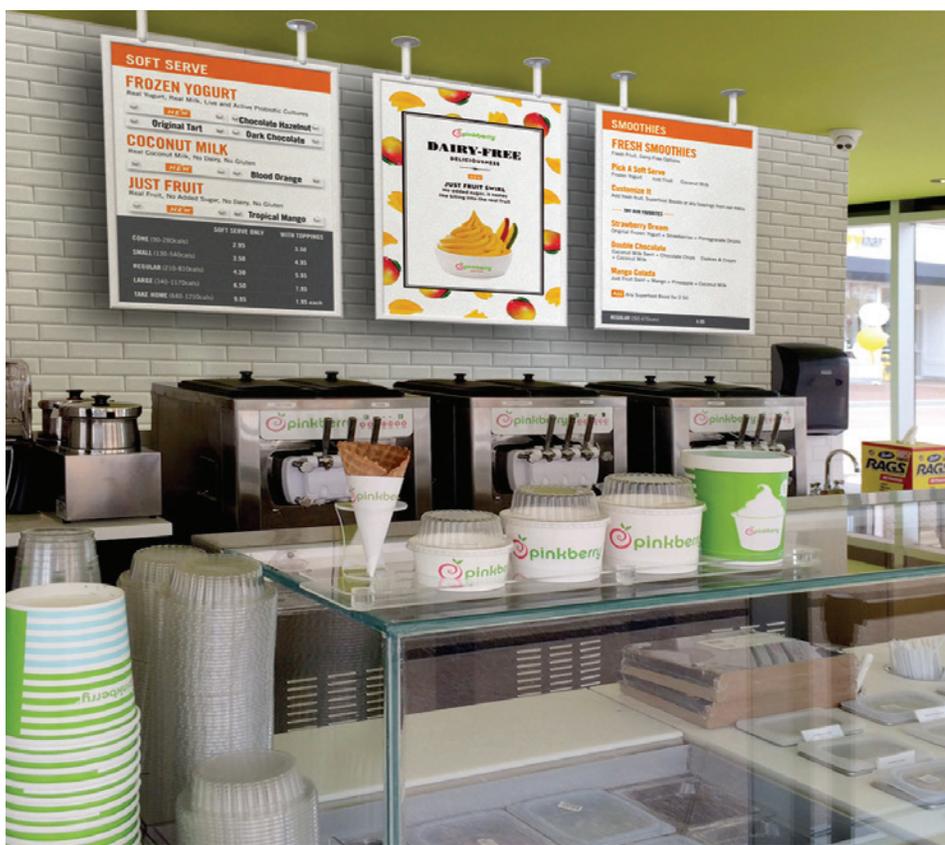


# Innovation on the Menu for Pinkberry



Pinkberry, the Los Angeles-based international frozen yogurt giant, needed an innovative solution to a very specific challenge involving its in-store menu board program.

## The Opportunity

International frozen yogurt giant Pinkberry needed a visual messaging solution that would enable employees to easily update in-store menu boards to customize available flavor choices at the individual store level. Pinkberry presented the menu board opportunity to Rose Displays, challenging our team to create an innovative solution built around one of our standard products.

# The Rose Solution      The Benefit

Working with our extensive network of resource partners, we adapted our standard ThinLine™ frames and hardware to fit Pinkberry’s unique specifications, along with a very special twist— ‘Flavor Pegs’ that enable employees at any store to customize their frozen yogurt options by hanging ‘Flavor Panel’ tags on the new menu boards. This solution also featured custom finishes and applications that made the signage system feel unique to the Pinkberry brand, vitally important for a company that emphasizes ‘Inspirational Design’ as one of its core values.

After approving and testing two prototypes, Pinkberry is now moving forward with Rose on an innovative, custom menu board program. The Pinkberry collaboration illustrates the Rose team’s ability to create visual messaging solutions that fulfill each client’s expectations for quality and ingenuity— in this case an easy-to-use, visually compelling menu board designed to connect Pinkberry customers to its colorful, flavorful product.

“Rose Displays is great to work with. They have excellent customer service and their lead times are quick.”

— Jeanette Ehle, director of store design, Pinkberry



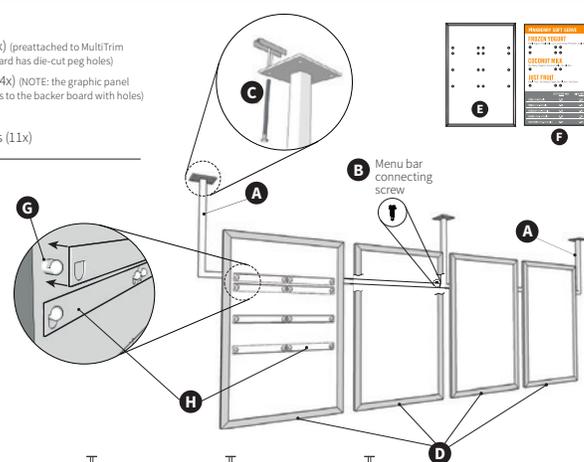
## Custom MultiTrim™ Menu Bar

Assembly

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**Parts**

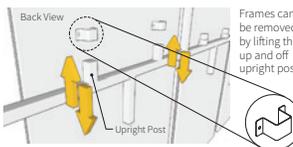
- A** Menu Bar (Two pieces)
- B** Menu Bar connecting screw (1x)
- C** Toggle anchors (12x)
- D** MultiTrim™ frames (4x)  
(with backer boards pre-attached)
- E** Backer Boards (4x) (preattached to MultiTrim frames; one backer board has die-cut peg holes)
- F** Graphics panels (4x) (NOTE: the graphic panel with holes corresponds to the backer board with holes)
- G** Pegs (16x)
- H** Menu flavor strips (11x)



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**Assembly Steps**

- 1** Slide left and right sections together **A**, set in place with connecting screw **B**
- 2** Mark and drill 1/2" holes in ceiling and mount Menu Bar **A**, using supplied toggle anchors **C**
- 3** Insert graphics **F** into MultiTrim Frames **D**  
(NOTE: graphic panel with holes corresponds with frame/backer board with holes)
- 4** Insert pegs into holes, **G** | **MUST** be after step 3 |
- 5** Hang flavor strips **H** on pegs **G**
- 6** Hang MultiTrim frames onto Menu Bar's 'upright posts':



Frames can be removed by lifting them up and off upright posts.

Brackets are pre-attached to backer boards



Complete MenuBoard Display

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