

What's New?

## Semi-Permanent Displays

### Trends we're seeing:

- Retail is moving from transactional to experiential - displays don't just carry inventory anymore
- Campaigns are more targeted and more frequent, resulting in higher turns & shorter life-cycles
- Material sustainability is a key issue - can we find ways for displays to have a longer shelf life, be re-purposed and become more environmentally friendly?
- For many permanent display executions, installation, labour rates, union costs and other secondary expenses represent a large portion of the overall budget. How can brands get more "bang for their buck", save on the secondary costs, and put those dollars towards more impactful display units.
- Many brands are looking to new materials to elevate brand perception
- Brands are trying to work at telling a story within much tighter retailer parameters
- Incorporating digital elements such as NFC or Beacon technologies into physical displays to drive integration with digital campaigns

### Where our client's are seeing value:

- Alternative for decor, signage, displays and touch-points that typically utilize permanent materials
- Applications where the displays don't need to last in the field for years, but the brand still wants a permanent aesthetic and elevated branding
- Pop-up Shops, shop-in-shops and branded environments
- Ability to use a permanent base structure that is then decorated with temporary materials and can be re-purposed for multiple campaigns to drive cost savings, speed to market and sell-through
- Story-telling and consumer engagement

### Examples



### How we're driving innovation

- 300,000 square feet of production and distribution facilities, along with domestic and offshore production capabilities to balance budget, lead-time and volume requirements
- 25+ person design studio comprised of graphic, structural and industrial designers who excel at mixing materials to drive innovation
- New 100% recyclable materials incorporating visual magnetics for multiple campaign resets
- New internal online systems to simplify and enhance co-packing, kitting, logistics and distribution
- New X3 digital press to further reduce lead-times and ensure print quality and consistency on semi-permanent substrates
- Incorporating digital solutions to marry online and offline campaigns and messaging
- Customized stocking inventory programs improve speed to market and drive

Call or email for more information and to find out how we can help your team. Phone: [1.888.245.8880](tel:1.888.245.8880) Email: [Andy.P@artisancomplete.com](mailto:Andy.P@artisancomplete.com)

**artisan**  
complete

**retail  
success**