



March 2019

Consumer Behavior Specialists

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Feature Article

Acoustics

With open floor plans continuing to be popular in the office arena, and retailers incorporating more “experiences” into their spaces, acoustics are more important than ever, and manufacturers are responding with acoustic-absorbing options. NRC (Noise Reduction Coefficient) is a rating of how well a material absorbs sound. The

scale goes from zero to one, with one being the most noise absorbing.

Some of the noise reducing products on the market include applied panels, vinyl floors, and hanging fabrics. Acoustic “panels” are constructed of a porous material, such as felt or fiberglass infill, and can be mounted to walls or ceilings. These panels are being produced in different sizes, shapes, and colors, allowing for many creative applications. They can also be custom printed with photos, textures, or even a company logo.

Vinyl flooring is now available with a sound absorbing cork underlayment already adhered to the plank or tile. Depending on the manufacturer, these planks/tiles can either be installed with adhesive or as a floating floor.

All fabric has its own level of sound absorbing properties, but now manufacturers are creating textiles that have increased absorption factors due to types of fibers used and weaving techniques being implemented.

It’s important to break up the vertical pattern that sound waves create in a space, so look for panels, floor tiles, and fabrics that can help you do that to create a quieter environment. Need help softening the noise in your space? Call us for more suggestions.

Image source: [www.blastation.com](http://www.blastation.com)



## Main Street Update

### The Shoppes at Bradley Hall - Centerville, Iowa

Nestled in Centerville, Iowa, is a historic mansion filled with antique, vintage and new items for sale. [The Shoppes at Bradley Hall](#) is where you can find a wide assortment of home goods, jewelry, clothing and beauty products from more than 20 local vendors and artisans.

Retailworks is excited to be part of a collaborative effort with the Morgan E. Cline Foundation to help this unique shopping destination make the most of its space and increase revenue. Lyn Falk and Bambi Grajek-Specter recently visited Bradley Hall and they look



forward to helping make improvements to this hidden gem! Stay tuned for future developments!

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## Field Trips

### Housewares with Personality

American consumers are looking to project their own brands and personalities when it comes to decorating and entertaining in their homes. Staff members Kim White and Lisa Morgen saw some of the latest products that help people do just that at the 2019 International Home + Housewares Show held earlier this month in Chicago.

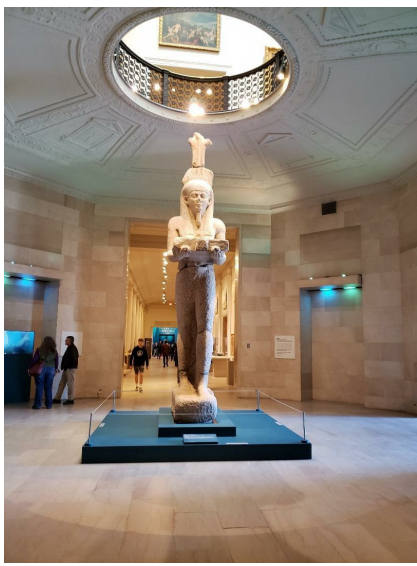
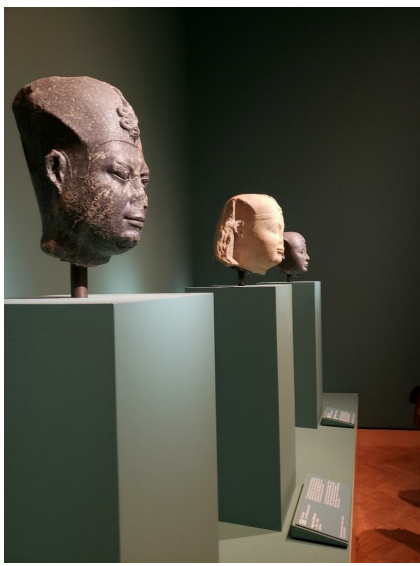
With more than 2200 exhibitors from 50 countries, there was a huge assortment of products to support the latest houseware trends, which are:

- Smart appliances that allow consumers to customize cooking according to their personal needs
- Specialty glassware and accessories to support the growing home market of craft beverages, including beer, cocktails, coffee, tea and water
- Bold, bright colors of appliances, dinnerware and packaging
- Specialty cookware and accessories that support the Millennial trend to entertain at home and prepare global cuisine
- Warm and cozy home décor items such as soft, textured throws and pillows, light dimmers, candles, as well as items with inspiring messages

How do your housewares and home décor reflect your personality and style?

### Egypt's Sunken Cities

Our Senior Designer, Holley Bakich, attended [Minneapolis Institute of Art](#)'s exhibit about Egypt's Sunken Cities. On display were statues, ceramics, and other artifacts found underwater from two ancient cities that were lost to the rising of the Mediterranean Sea. The exhibit is on until April 14, so be sure to check it out if you are in the Minneapolis area!



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## Client Highlight

### Mark Jewellers

We love the jewelry industry so we are very happy to be working with [Mark Jewellers](#) out of LaCrosse, WI. They are updating their look and

brand, doubling the size of their space, and redoing their storefront. We met with second generation owner, Karla Doolittle, and her staff earlier this month - a delightful team! Ideas are already brewing for the makeover. Stay tuned for updates!



## Inspiring International Design

### Mind the Melt

All aboard - If you like ice cream!

A British steam locomotive is the inspiration behind Milk Train, a popular ice cream store in Central London, England. Designed by the British firm, FormRoom, the interiors mimic images used during

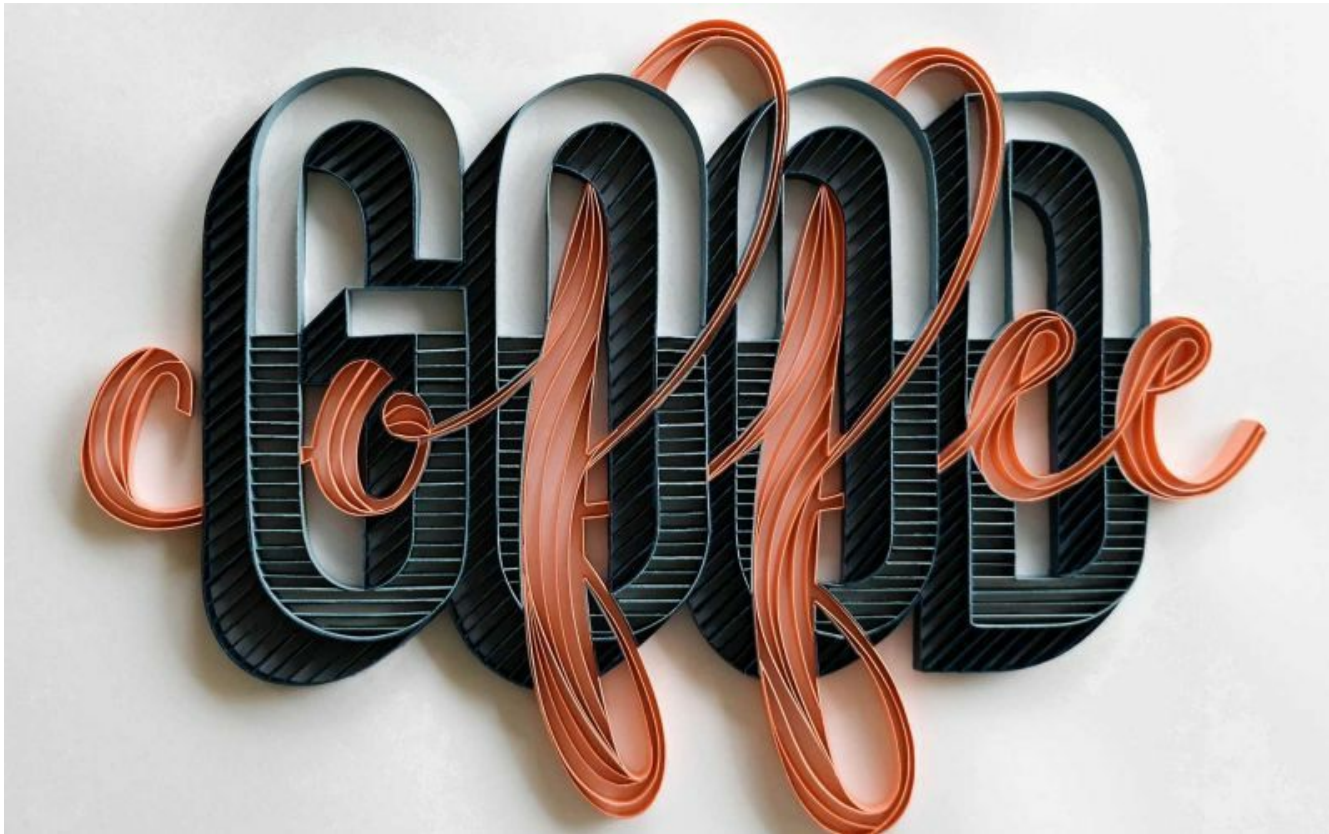


an era gone by when train transportation and the art-deco movement were all the rage.

With its playful, dream-like design elements, along with Milk Train's zany ice cream offerings, this is an immersive and Instagrammable location. It's also the company's first store; previously it served customers out of pop-up venues.

[Click here](#) to learn more.

Image source: [www.dezeen.com](http://www.dezeen.com)



## Cool Design Piece We Love

### 3-D Text

This wonderful, flowing, 3-D text caught our attention! Using her background in illustration, fine art, graphic design and a whole lot of patience, Portland-based designer Alia Bright creates whimsical text designs by hand from paper, glue and a strong imagination! [Click here](#) to see more.

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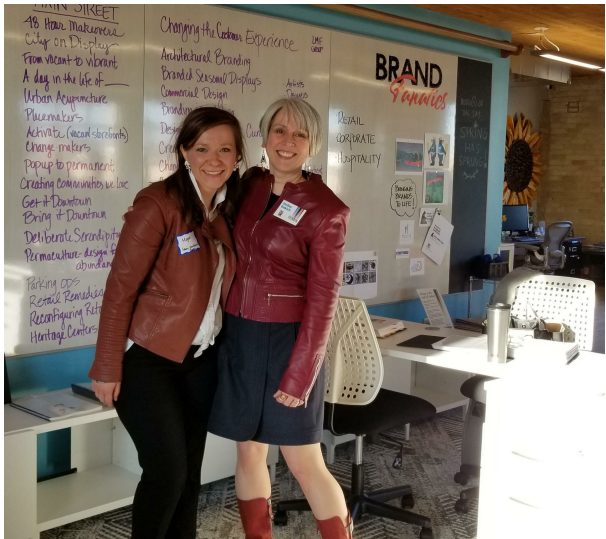


# The Coolest Things We Did This Month

## Open House

Come on in! And that’s exactly what almost 100 clients, vendors, family and friends did at our Open House, which we held on March 21 at our new location in the Bronzeville district of downtown Milwaukee.

Guests received tours of our two-story cream-city brick building which houses our commercial interior design studio, display/visual merchandising production studio, and branding/marketing department. It is also the home to our new division, the LMF Group, where we create dynamic brand stories, intentional and engaging experiences, and “wow” displays for corporate, healthcare, and hospitality environments.







It was a great opportunity for everyone to relax, mingle, celebrate, share stories and see where we work! Here are some comments we received from our guests:

“What an amazing space! I love it!”

“You have a fun, talented group and happy to be part of it (the open house).”

“It is so inspirational and truly one of my favorites in the city!”

"I've been to your previous locations and this one is the best yet! You and your team did a fabulous job!"

“What an awesome open house! How proud you must be of what you have created and how it is growing! Hard work and dedication really does pay off!”

“The number of visitors, the interest they showed, and the energy they brought to your sparkling open house, speaks to its brilliant success.”

Indeed, a good time was had by all! Cheers!



If you'd like to see how we can create some magic for your spaces, or want to learn more about Retailworks, Inc, and the new LMF Group, please give us a call 414-249-4881 or send us an email [solutions@retailworksinc.com](mailto:solutions@retailworksinc.com). We'd love to hear from you!



