



**April 2020**

**Opportunity Knocks, Coolest Office Designation, Redesigned Home Page and More**

Branding | Commercial Interior Design | Merchandising & Display

***Celebrating 25 Years of Helping Businesses Grow Their Brand***

[Visit Our Website](#)



Image source: Ivan Bertolazzi.



Image source: Josshu Woroniecki

## Feature Story

### Opportunity Knocks

Although we want to speed up the hands of time during these unprecedented days, the waiting game has some advantages.

There’s no better time than the present to plan for recovery day. Here are some key action items to put in place, especially for those working in the retail, restaurant/bar and hospitality industries.



Image source: Christina Morello

**Communicate** In order to maintain and strengthen those valuable customer relationships, it’s essential to communicate with customers on a regular basis. Use virtual communications to provide product updates and demos. Post photos of staff members working - whether in your place of business or remotely at home. Educate customers on the latest trends. Take surveys on customer satisfaction or what new product offerings or services they would like to see implemented.



**Audit Space** If your business is temporarily closed, it's the perfect time to walk the space and evaluate if changes should be made to the layout with respect to social distancing, or how signage should be updated. Look at your lighting. Is it really adequate? How about refreshing the overall look of your space?

Take time to determine where additional hand sanitizers would be placed for staff and customers. Should tables be placed further



apart or reduced in number? Will the distance between customers checking out be different? Do you need checkout shields? Should there be any self-checkout stations? Is your entrance/reception area branded? What about window displays? How are they inviting customers back into your business?



Image source: Artem Beliaikin

**Plan Opening Day** Recovery day is “Opening Day” so plan on it being a festive celebration, similar to opening day for baseball. Invite your customers ahead of time. Provide them with a branded “welcome back” gift or coupon. Take photos and post them on social media.

Hopefully, by taking some time now to plan and implement some of these measures, it will result in your hitting the ball out of the park on opening day!

So, are you ready to take the next steps? Have a look at our [virtual services](#).



Image source: Prateek Katyal

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# Design Award

## That’s Cool!

The [Milwaukee Business Journal](#) recently selected Retailworks, Inc. as one of the city’s ten coolest offices in the “Milwaukee’s Coolest Office” contest.

“We are thrilled to have been selected,” says Retailworks President Lyn Falk. “The interior we created for our office and studios reflects our innovative spirit. It was important for us to respect the historic character of the building while creating a contemporary and open workplace which both our employees and visitors enjoy.”

[Click here](#) to read and see more.

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# Inspiring International Design

## A Nutty Blend



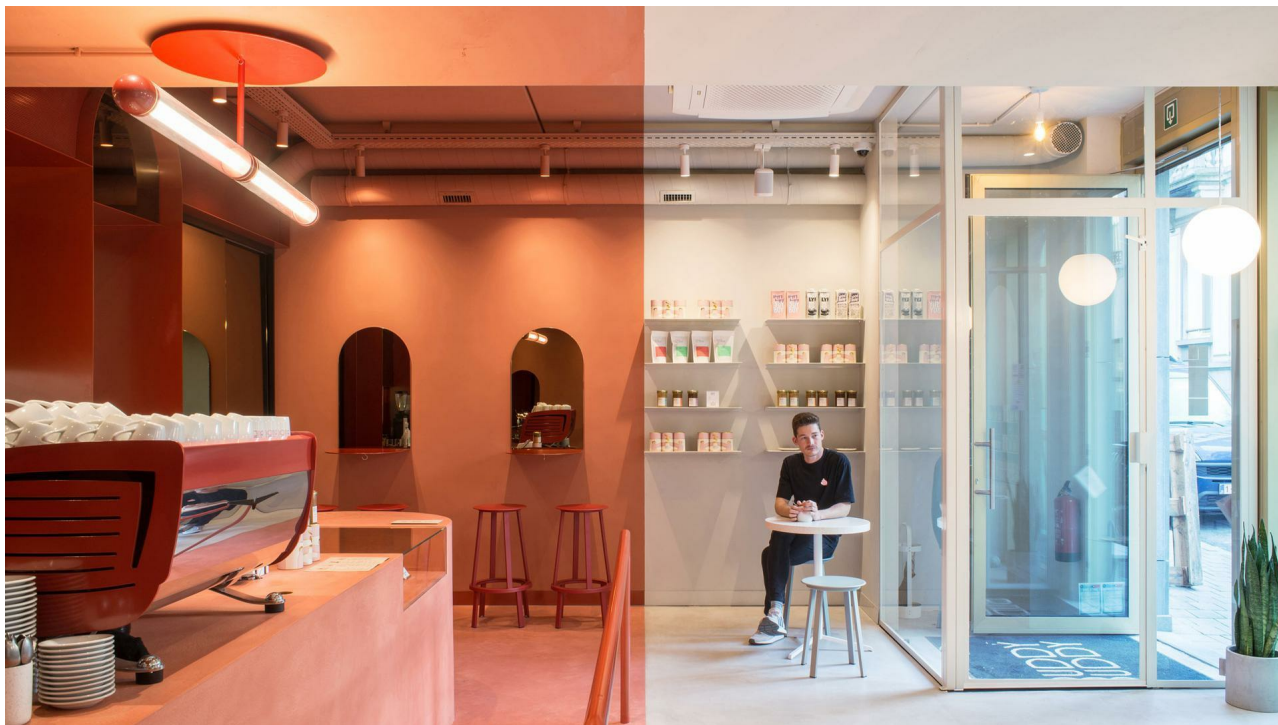


Image source: Dezeen.com

A two-tone color palette is carried through the physical space of a nut butter store and plant-based café in Brussels, Belgium. It reflects the two separate functions of this business, thereby providing the right recipe for Buddy Buddy. [Click here](#) to have a look.

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## Display Tip

### Easy-to-Find Props



Ordinary objects can take on a whole new meaning as props in window displays. See how you can tell a story with items that you may have lying around your business or home and integrate them into your window displays.

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# Product We Love

## Lighting Up with Big Bird



Image source: LZF Lamps

Meet Big Bird! No, not the famous Sesame Street character but a hummingbird-shaped suspended lamp designed by Spanish illustrator and designer Isidro Ferrer. This unique product is produced by LZF Lamps, a company that specializes in wooden lighting fixtures. It is built using a traditional technique called vareta. To see more of this fine wood craftsmanship, [click here](#).

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# Silver Linings



Image source: *Milwaukee Journal Sentinel*



Image source: *Milwaukee Journal Sentinel*

Milwaukee has been lighting up the night recently to show support and strength during these challenging times. When the governor



declared a Safer at Home edict on March 24, [Milwaukee Downtown Bid District #21](#) initiated an effort to illuminate downtown buildings in red, white and blue lights until the end of March. [Click here](#) to learn more.

The city was also aglow in yellow lights earlier this month. It was part of a weekend effort called Lemonade Light Up done in partnership with [Share Lemonade](#).



Image source: Christine Plamann

A Milwaukee photographer recently used social distancing to capture some happy moments. [Christine Plamann](#) photographed families in her neighborhood on their porches. In lieu of a fee, she asked that they make a donation to a local food pantry.

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# The Coolest Things We Did This Month

## Redesigned Home Page



*Interior Design*



*Branding & Signage*



*Main Street*



*Window Displays & Visual Merchandising*



*Branded Art & Seasonal Decor*



*Design Audits & Consulting*



*Curating Experiences*



*Seminars & Workshops*



*Trends - Inventory - Operations*

We are very excited to unveil a new home page for our Retailworks [website](#). This redesign provides information and images at your fingertips — showcasing our design, display and branding solutions. We continue to update the content, news page, and portfolios, so continue to check back often.

## Webinar Guest Speaker



Image source: Jahabow.com

[Lyn Falk](#) was the guest speaker on a webinar hosted by [Jahabow Industries](#) about designing display cases and retail environments for the cannabis industry.

Lyn is also a consumer behavior expert and



The webinar was hosted by the [National Independent Flag Dealer Association](#). Lyn discussed how members could conduct a quick self-audit of their brick and mortar stores in order to improve floor layouts, signage, display and merchandising strategies.

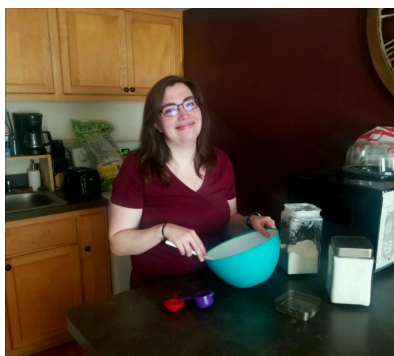
## Sewing Up Support



Sue Boyle, one of our graphic and display artists, has been using her many talents to sew cloth masks for essential workers, including employees of [Outpost Natural Foods](#), headquartered in Milwaukee, Wisconsin.

## Safer from Home - Fun

Just like so many of you, we are working from home and thought we'd share some photos of our team taking a break and having some fun.



Heather bakes up another fabulous dessert.



Holley takes a hike at Saguaro National Monument in Tucson, Arizona.



Peggy enjoys a ride along the river.



Sue Lawton and her daughter have fun camping out in their basement.



Lisa goes for a run along Lake Michigan.



Lyn takes time to do some home renovations.



Colleen creates a set design for a photography shoot for her husband.



Sue Boyle works on her hooked rug project.



Kim finds and fosters five kittens.



Becky and her family go for a bike ride along the lake.

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## Say What?



*“Everything will be okay.”*

G-Eazy

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## The Green Scene





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It's been 50 years since Gaylord Nelson, a U.S. senator and former governor of Wisconsin, delivered a memorable environmental speech that caught the attention of millions of people and gave rise to a movement that continues today. Every day, we need to be aware of our health impact on our planet and make sure it's healthy for many generations to come. (This illustration was created by Holley, a team member, and was part of a comic, called [Outer Space Pals](#) that she created with her husband.)

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**Thank You to All Essential Workers!**



Retailworks, Inc./LMF Group Office/Studios.

Visit our Website



If you'd like to see where we create magic or want to learn more about Retailworks, Inc, and LMF Group, please give us a call 414-249-4881 or send us an email [solutions@retailworksinc.com](mailto:solutions@retailworksinc.com), [solutions@LMFgrp.com](mailto:solutions@LMFgrp.com).



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