



May 2020

Branding Acrylic Shields, New Website Features, Webinar Appearances and More

Branding | Commercial Interior Design | Merchandising & Display

Celebrating 25 Years of Helping Businesses Grow Their Brand

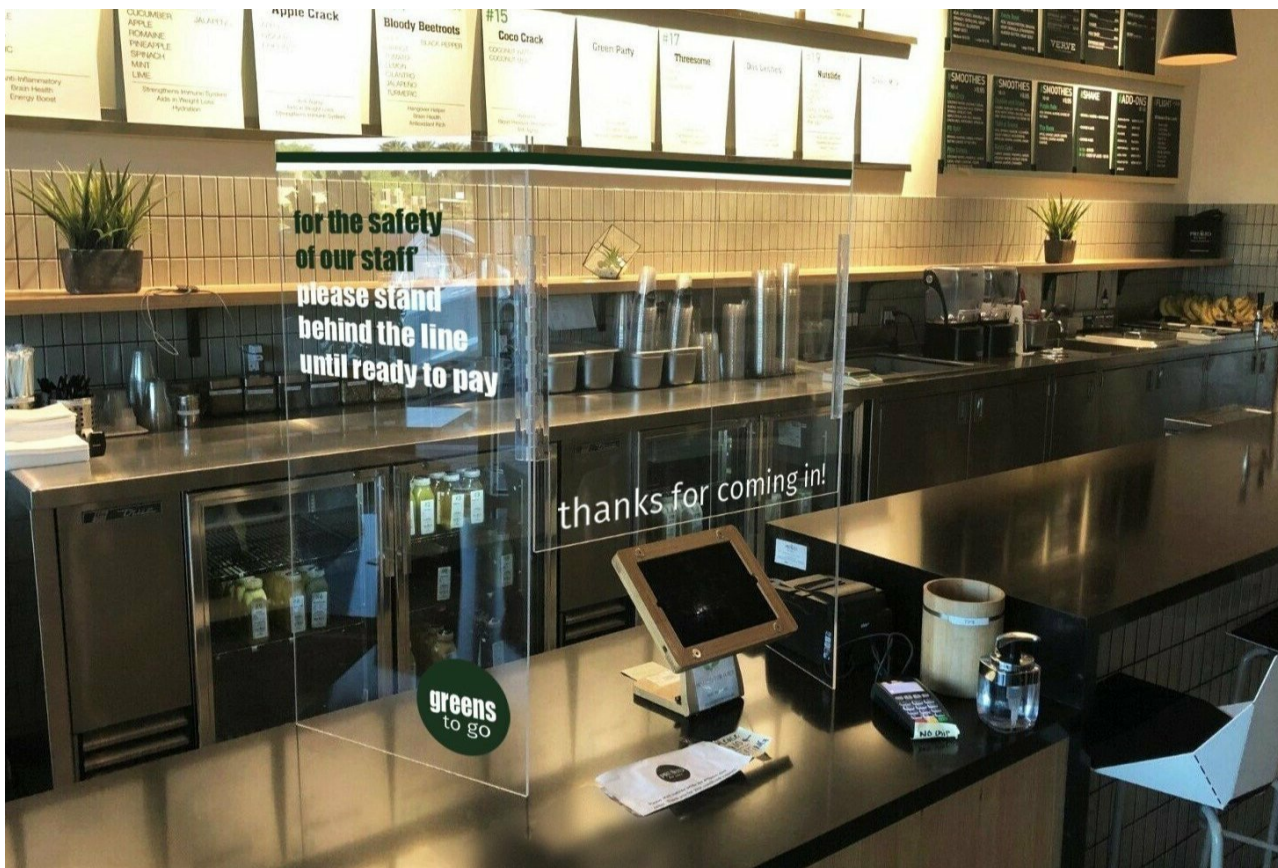
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Feature Story

Branding—The Physical Distancing Way

As we all prepare to re-open our businesses, there's no doubt there are changes that we need to make in the way we operate our organizations, and interact in-person with co-workers, customers and associates. Although you have to make adjustments to your store or workplace's layout (to accommodate for six-foot physical distancing) you don't have to forego the branded style you have established for your environment.

Although you have to make adjustments to your store or workplace's layout (to accommodate for six-foot physical distancing) you don't have to forego the branded style you have established for your environment.



So how do you keep the sea of acrylic screens visually integrated into your brand and store’s aesthetic? Consider them “functional décor” and try to implement the following:

- Buy quality pieces. Get testimonials from other users to make sure the acrylic and hardware are of good grade.
- See if you can find hardware that matches one of your brand colors or if it can be powder coated to match.
- Have vinyl graphics created for the acrylic such as your logo, a patterned border, or an iconic motif.
- Put the same design on all countertop shields, and a coordinating design on all floor-standing panels so there is some consistency to the designs.
- Order the floor panels with casters or glides for ease in moving around to accommodate traffic flow changes.



Finally, look for systems that allow you to change out panels so you can use clear, translucent, and/or colored panels. This will bring about a more sophisticated, intentional and branded look to these necessary shields.



Want more on this subject? Check out our [blog](#). Need assistance branding your acrylic? Send an email to: solutions@retailworksinc.com. We're here to help.

Inspiring International Design

Rolling the DYCE for Sweet Success



Image source: DYCE

Who doesn't love ice cream, especially on a warm summer day? An ice cream shop in London, England has just what it takes to entice people with their treats in desserts and design. [Click here](#) for the scoop.

Client Highlight

River Valley Co-op



We created Ursula about five years ago for our client, River Valley Co-op, located in Northampton, Massachusetts. She has become a beloved character among the food

co-op community there —so much so, that when it came time for them to update their members regarding Covid-19-related news, they asked us to create another illustration. Here it is!



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Do you need an eye-catching illustration for your branding toolkit? Contact us at solutions@retailworksinc.com. We'd be happy to design one for you!

Product We Love

Sunsationally Sustainable



Image source: Sunbrella

One of the benefits during these unprecedented times, is that the earth actually got a break - got to breathe - and the environment benefited.



The indoor/outdoor fabrics company, [Sunbrella](#), has been practicing environmentally-friendly manufacturing practices for quite some time.

In fact, none of their manufacturing plants send any product to landfills.



Image source: Sunbrella

We love their bright colors and patterns. With so many restaurants expanding their outdoor seating this summer, these fabrics are going to come in handy when it comes to upholstery, umbrellas, and awnings. To learn more about their sustainable practices, [click here](#).

Design Tip

In Your Corner



An underutilized corner of your business such as a column comes to life when you wrap 3-D letters around it and call attention to a message.

The Coolest Things We Did This Month

Website Wonders

A vibrant graphic for a 'Hello Summer' display kit. It features the words 'HELLO SUMMER' in large, bold, yellow letters against a blue sky background. Below the text is a stylized beach scene with a red and white sailboat, yellow sand, red stars, and blue flip-flops. The bottom of the graphic has a colorful striped border.

Home / Window Display & Visual Merchandising / DIY Hello Summer Display Kit

DIY Hello Summer Display Kit

~~\$50.00~~ **\$25.00**

Packet includes

- Downloadable PDF Hello Summer graphic and coordinating blank graphic to write your own message
- Instructions for how to print, size suggestions and recommended printing companies
- Display prop ideas, sketches and instructions on how to use props

We're here to help! Contact us now and someone will get back to you within 24 hours.

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ADD TO CART

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We have been continuously updating our [website](#) and are proud to have launched three new pages. Our [Virtual Services](#) offers an assortment of consultative and design services; our [Retail Recovery Toolkit](#) provides important information on items you should strongly consider having in place; our [e-commerce](#) page offers fun and cool products that will spruce up your establishments and welcome summer!

Webinar Appearances

There has certainly been an explosion of helpful information being shared via webinars and we were happy to share our expertise on several.

Lyn Falk was a guest on Jahabow Industries’ “[Dispensary Design & Execution](#).” She discussed the design phases for developing the interiors for a cannabis store.



Lyn along with Lisa Morgen were the featured speakers on [Visit Milwaukee’s](#) Partner Cafe “Reopening Day in a New Way.” They shared important steps that retailers and hospitality venues should take as they prepare to reopen their doors.

Retailworks Consultant Suzanne Rafenstein joined Lyn to present two webinars: one hosted by [Wisconsin Economic Development Corporation](#) (WEDC) and the other for small businesses in Carbondale, Illinois. Lyn shared tips on getting a retail environment back up and running and maintaining a new sense of “experience.” Suzanne discussed retail operations, inventory, employee training and customer service.

Rounding out the month, Lyn was the featured guest at a webinar for small businesses in Wilmington, Vermont. She



Image source: WillmintonVermont.us

shared shared recommended design tips and procedures for them to implement as they begin to welcome customers back into their establishments.

Say What?



“For the times, they are a-changin.”

Bob Dylan (1963)

The Green Scene

Shimmering Success

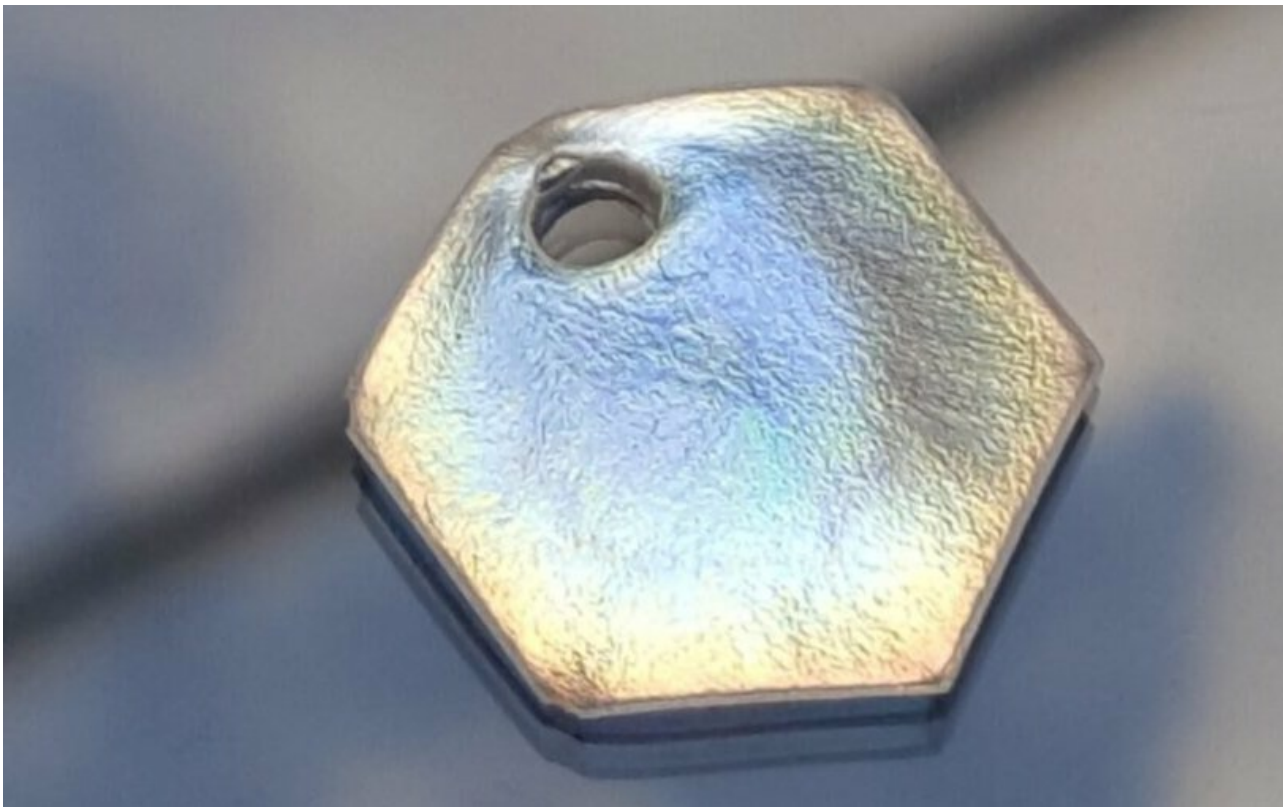


Image source: Elissa Brunato

When something catches your eye, you usually take notice. One such object are sequins that shimmer and sparkle when the light hits them. Unfortunately, plastic sequins eventually wind up in landfills and do not biodegrade. But now, there is an eco-friendly source for this product—trees! Designer Elissa Brunato invented one made out of cellulose. To learn more, [click here](#).

Thank You to All Essential Workers!



[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, solutions@LMFgrp.com.



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