



**July 2020**

**Pets Rules, Sparkling Timeline, Making Waves  
and more!**

Branding | Commercial Interior Design | Merchandising & Display

*Celebrating 25 Years of Helping Businesses Grow Their  
Brand*

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## **Feature Story**

**Pets Rule!**



Anyone who has owned a pet, knows how quickly they become part of the family. Many articles and posts have been written and shared about people and their pets during the COVID lock-down - some fun stories and appearances on Zoom calls!

It's not a surprise that pet stores, pet daycares, pet hotels and vet clinics, are all on the rise. Designing for these spaces requires biophilic thinking more than ever since both human and furry friends are using the spaces. This means colors, shapes, textures, lights, sounds and smells, all need to be addressed in a way that calm and nurture both parties. This holistic approach is critical to creating an environment that sells and supports. Think about the experience through your pet's senses - you'll know if the space is successful by how your pet reacts. We think the design for this vet clinic is *pawsitively* wonderful! Put your paw [here](#) to have a look.

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## Inspiring International Design

### Using Your Noodle



Image source: Interior Design Magazine

When you think of fast food, do you think of a restaurant that has earned a Michelin star? We didn't think so. Crystal Jade, located in Hong Kong, is known for its culinary expertise. Its CJ Go noodle shop not only has quality food but a very cool contemporary interior that compliments its brand. [Click here](#) to see the ingredients of this design recipe.

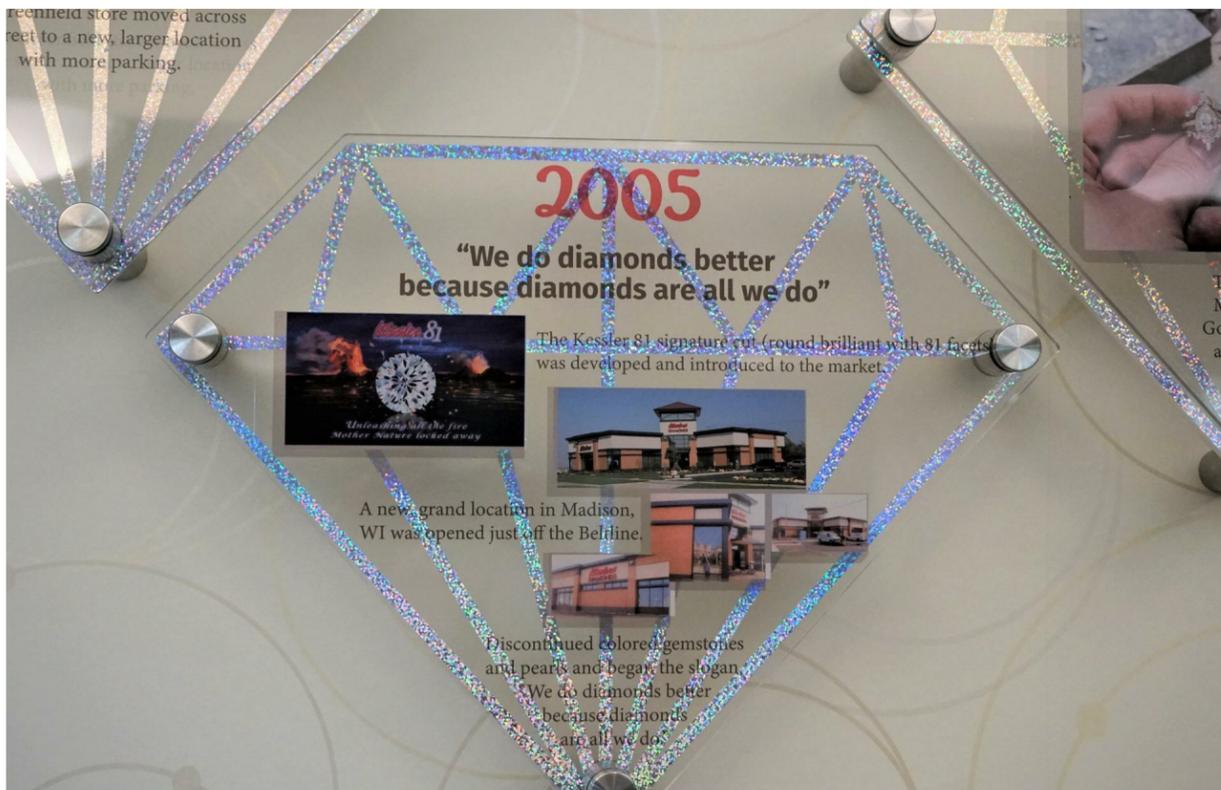
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## Client Highlights

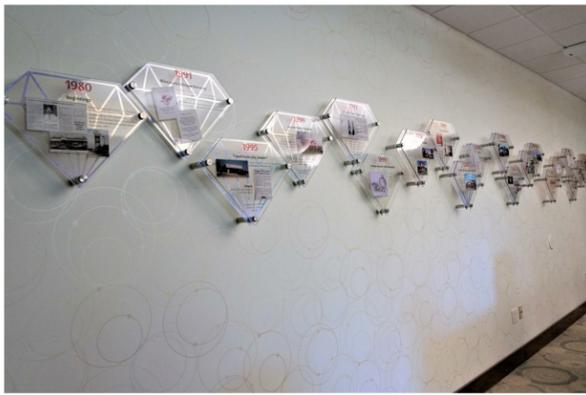
### Kesslers Diamonds



To showcase their more than 40 illustrious years in business, [Kesslers Diamonds](#) wanted a unique history timeline created for the wall of their training center in their corporate headquarters in Germantown, WI.



To reinforce their tagline, “We do diamonds better because diamonds are all we do,” Retailworks featured milestones in acrylic diamond shapes, each showcasing historic photos and/or articles. These diamonds were then set off the wall with a second, sparkly, faceted diamond shape behind. It’s eye-catching from a distance and informative up close! Congratulations, Kesslers and here’s to 40 more!



## River Valley Co-op



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Our client, [River Valley Co-op](#) in Northampton, Massachusetts recently held their annual ice cream social for their local community. And whom better to help them publicize this event than their iconic mascot, Ursula the bear! So, our team member Holley

Bakich came up with yet another delightful illustration, which we fondly call “The Sundae Bears.” The ice cream social was a big hit and there was *bearly* a dry spoon in the place!

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## Product We Love

### Tick Tock



We were looking to create a unique wall clock for our display studio, so we put the task to one of our display artists, Becky Tesch. While driving on a highway offramp, she saw a circular piece of metal on the median. Loving to upcycle materials, she picked it up, took it home, and stored it in her garage for future use, much to the dismay of her husband. Today, that piece of metal found its permanent home in Becky’s clever clock design, which proudly graces one of our walls.

Is it “time” for us to create a branded art piece or display for you? Give us a call (414-249-4881). There’s no end to what we can do!

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## Design Tip

### Make Waves



To welcome summer and add some seasonal decor to the exterior of our office/studios, things have gotten fishy. By repurposing CDs, our display artists reeled in a new seasonal window display for our client, [Diedrich Jewelers](#). We liked it so much that we created a similar one for the exterior of our Milwaukee studio.



Want to put a smile on the face of those who stop by your business? Contact us and we'll create a design that will delight all—hook, line and sinker!

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## The Coolest Things We Did This Month

**It's a Jungle Out There!**



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Did you know we design custom wall coverings and murals? In fact, one of our custom, hand-drawn murals was chosen by [healthcare design](#) magazine as an artwork of the month. This colorful jungle-themed mural can be printed on commercial grade, scrubbable wall covering or on magnetic material or reusable vinyl. It serves as a wonderful “search and find” game for children as they wait in a medical center/clinic or dental office. The animals, birds and amphibians are also featured elements in our easy-to-install modular mobile. The murals and mobiles are sure to delight visitors of all ages!

## Tech Visits

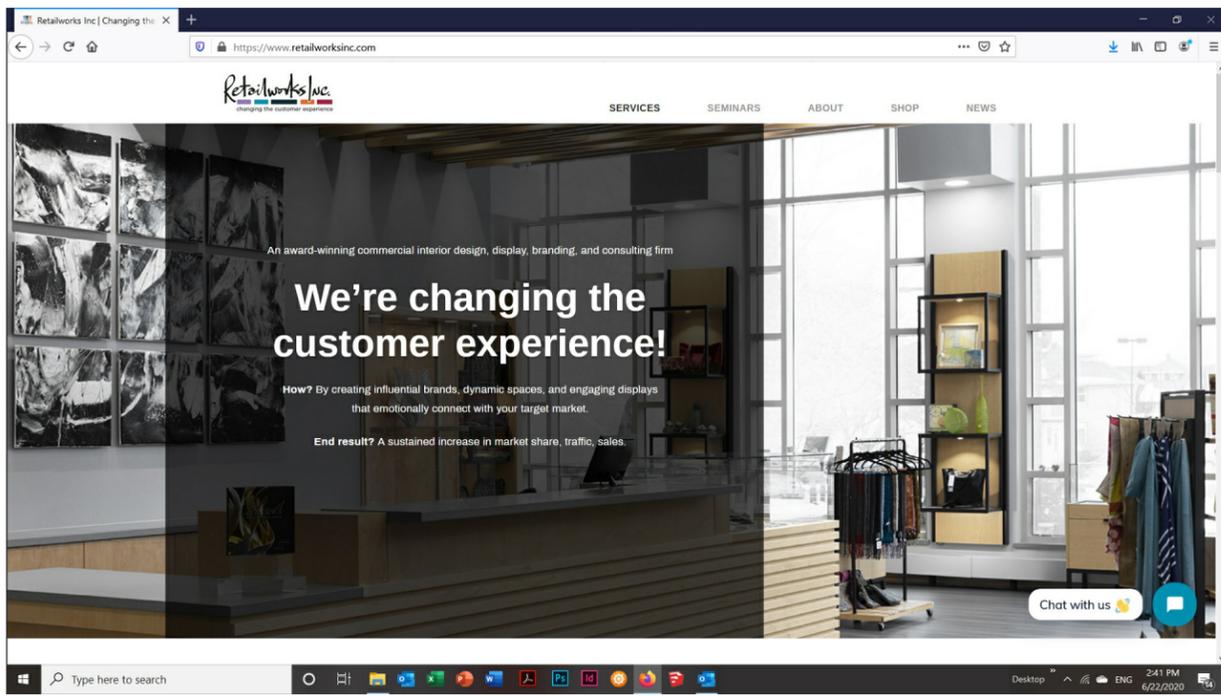


Lyn Falk, along with Suzanne Rafenstein, our design department director and retail consultant, visited with merchants on Main Street in Platteville, Wisconsin. They conducted one-on-one design audits

and business consultations, sharing best practices in interior design/layout, visual merchandising/display, and retail operations. Lyn and Suzanne were impressed with the passion and energy exhibited by the business owners!

To schedule a presentation or audits/consultations for your downtown businesses, simply send an email to [solutions@retailworksinc.com](mailto:solutions@retailworksinc.com).

## Website Enhancement



As part of continuous improvements we are making to our website, we have redesigned our team page. [Click here](#) to learn more about our staff - some fun facts are shared when you click on the photos.

## Sounds of Summer



Music was in the air when one of our team members attended an outdoor concert at [Bayshore](#) in Glendale, Wisconsin. It's part of the retail center's "Sounds of Summer" music series. Keep your eye on this live/work/shop center as it continues to undergo major renovations!

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## Kudos



Rendleman Orchards, Alto Pass, IL



*"Honestly, I hired Retailworks for better flow, functionality, POS recommendations, and product placement for increased sales. **They met every goal and more!** What we have actually received that I hadn't expected or anticipated was **a much more elevated retail brand.** That part has been a bit emotional for us. For a 5th generation business, now in our 147th year in business, that means the most. That we can still grow, remain relevant, and continue to strengthen our role in our community and region as leaders is inspiring for us."*

Michelle Sirles  
 Owner, [Rendleman Orchards](https://www.rendlemanorchards.com), Inc.

## Say What?

*"Now is the time to be nimble, scrappy, and creative. A strong*



*dose of humor and a can-do, pioneering spirit are required of all of us small business owners right now.”*

Hopie Stockman  
Co-founder, The Block Shop

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## The Green Scene

**It's the pits!**



The idiom, “it’s the pits,” takes on a whole new meaning in the world of sustainability. Olive pits, which are usually thrown out during olive oil production, are now used to form bio-plastic, an alternative to plastic. Want to know more? [Click here](#).

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## An Artistic Tribute



Image source: Milton Glaser Inc.

[Milton Glaser](#), the world-renowned graphic artist, died earlier this month at the age of 91. You may remember one of his most famous designs—the iconic I ♥ NY logo. [Click here](#) to take a look at some of his other memorable designs that he created over six decades.

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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).

