



## June 2021

### Tile Trends, Ruekert Mielke Timeline, Main Street Updates, Pilcrow Coffee and more!

Branding | Commercial Interior Design | Merchandising & Display

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

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## Feature Story

### Tile Trends



Image source: Coverings.com

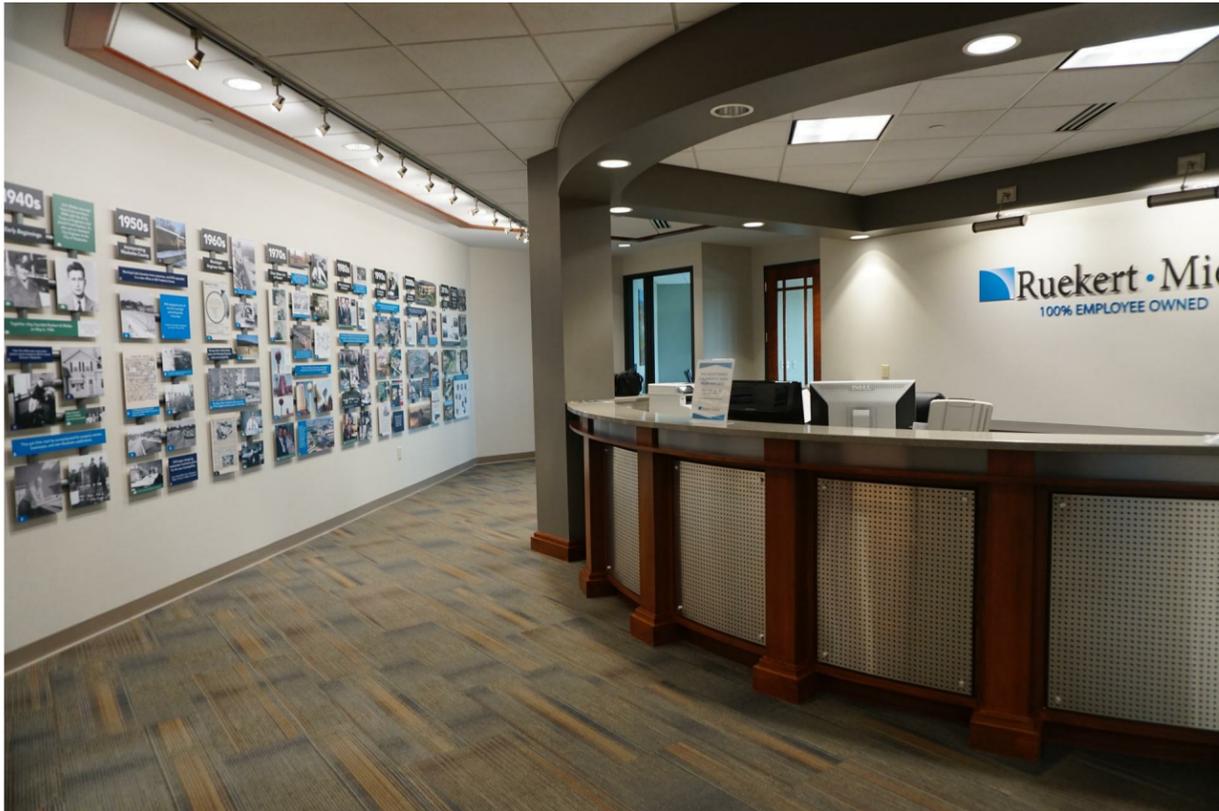
When it comes to interior design finishes, the versatility of tile enables it to be placed in so many environments! It's not just for restrooms and kitchens. This easy to clean material has time and time again proven its value, especially over the past 15 months. To see what's on trend, [click here](#).

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# Client Highlights

## Ruekert • Mielke

Seventy five years of history are now on display at the headquarters of [Ruekert & Mielke, Inc.](#), in Waukesha, Wisconsin.



Our corporate division, the LMF Group, designed a historic timeline for the the firm which specializes in infrastructure planning, design, and construction management. Employees and visitors enjoy seeing the photos and highlights of the past eight decades.



Timelines are a great way to showcase a company's growth and achievements. If you'd like to celebrate your company in this fashion, please contact us and we will design one for you.

## Pilcrow Coffee



We're brewing up the right blend of design and decor enhancements for [Pilcrow Coffee](#)'s new location at 416 W. Walnut Street, Milwaukee, Wisconsin. We are excited that they are our next door neighbors and look forward to trying their sensational coffee offerings. Stay tuned for more details.

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## Main Street News

For the past several months, we have been working closely with the [Wisconsin Economic Development Corporation](#) (WEDC) on several projects to enhance the look and feel as well as functionality of some Main Street businesses. Here's an overview:

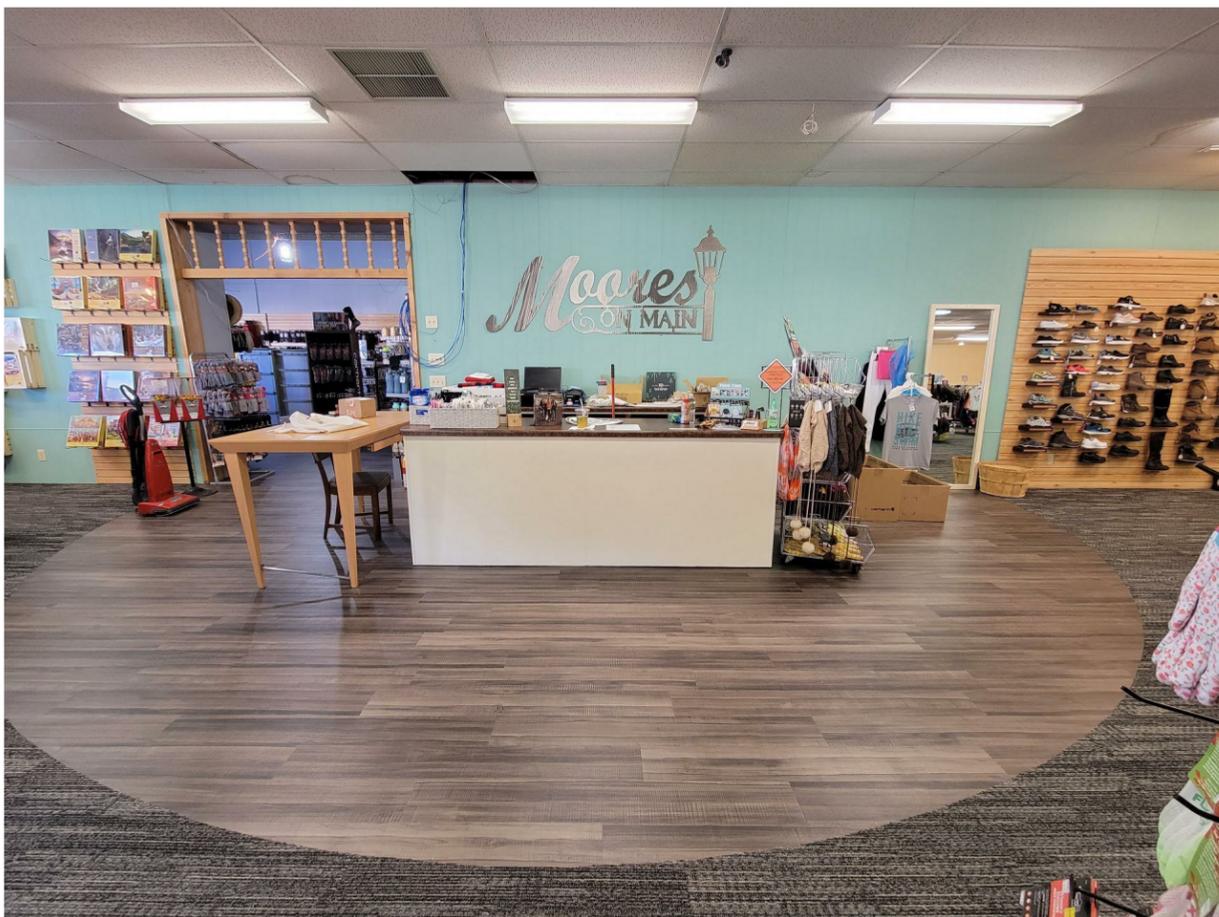


## Main Street Makeover

[Moore's on Main](#) in Ashland, Wisconsin, the winner of this year's Main Street Makeover Contest (which is sponsored by WEDC),



are thrilled with the changes we provided to their family-owned apparel store and so are their customers! We made improvements to the store's layout, fixturing, finishes, signage, visual merchandising and window displays. The ribbon cutting ceremony was a joyous occasion during which Wisconsin Lieutenant Governor Mandela Barnes spoke.





Wisconsin Lieutenant Governor Mandela Barnes offers his congratulations.

## Main Street Mini-Makeover

We are happy to have been part of WEDC's inaugural Main Street Mini-Makeover. [The Sow's Ear](#) in Verona, Wisconsin was the lucky winner.

Employees and customers of this charming cafe and yarn shop, are now enjoying an improved layout and new color scheme as well as enhanced visual merchandising, displays and wayfinding signage.

Customers like the new look and give the changes a thumbs up!





## 2021 Main Street Now Conference



Retailworks was on hand as a presenter and exhibitor at this year's virtual Main Street Now Conference.

Lyn Falk delivered the presentation

"Does your Downtown Brand Experience Still Measure Up?"

If you'd like a copy of an abbreviated version of her slides, send an email to [Imorgen@retailworksinc.com](mailto:Imorgen@retailworksinc.com).

## Main Street Tech Visits

Lyn and our display department director, Suzanne Rafenstein, have been on the go this spring, working with businesses in six Wisconsin communities. They first delivered seminars on various interior design topics such as layouts, visual merchandising, lighting and window displays. Then Lyn visited businesses on Main Streets in Eagle River, and Watertown, and Suzanne visited others in Monroe, Osceola and Port Washington, and Stevens Point. In each of these communities, they provided merchants with one-on-one consultations, assisting them with all issues related to storefront design, window displays, interior design, and visual merchandising. Overall they helped almost 40 businesses!



[Wisconsin Milk House](#) - Osceola, WI



[Busy Bee Floral](#), Monroe, WI



[Rustic Allure](#) - Eagle River, WI



[Arrow Gift Shop](#) - Eagle River, WI



[The Sleepy Thicket](#) - Osceola, WI



[Frame N' Color](#) - Monroe, WI



[Green Thumb Alternatives](#) - Stevens Point, WI



[Hooked & Tagged](#) - Eagle River, WI

## Newsworthy Notes

### YourSource News

[YourSource News](#) is the news and information platform of

BrandSource, the leading merchandising organization for independent appliance, home furnishings and consumer tech dealers.

Lyn Falk is a contributing writer to this publication. Her most recent article talks about the importance of a well designed and branded transaction counter. Check it out [here](#).

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## Say What?



*"...Great retailers, in the future, will make you feel like you're in a special place, designed especially for you, so that you take time out of your life to go to that place because it feels like the right place to be."*

—Brian Solis

Digital analyst, futurist, author

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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).

