

Retail Design & Manufacturing

Shayva Steinberg

Retail Fixture Design

Concept development

Hand drawings

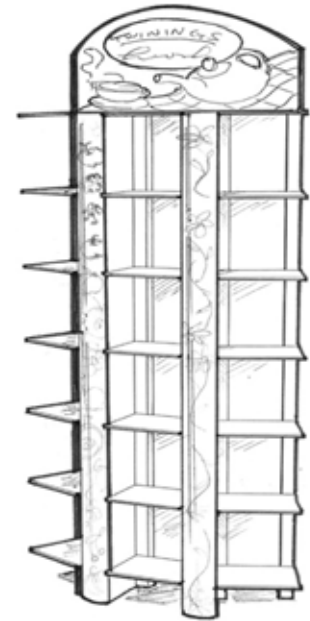
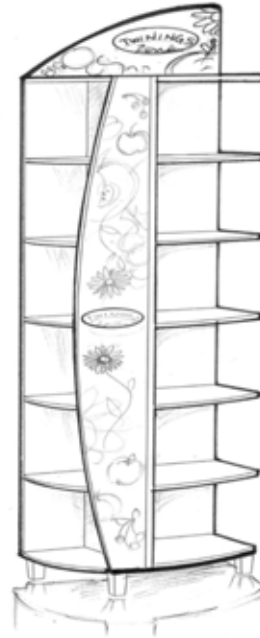
Renderings

Presentation boards

Detailed manufacturing drawings

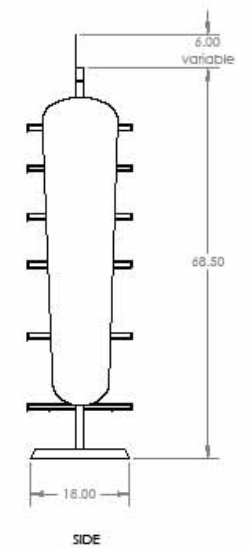
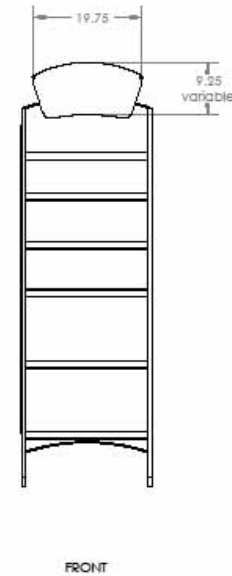
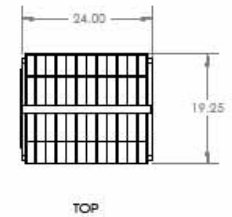
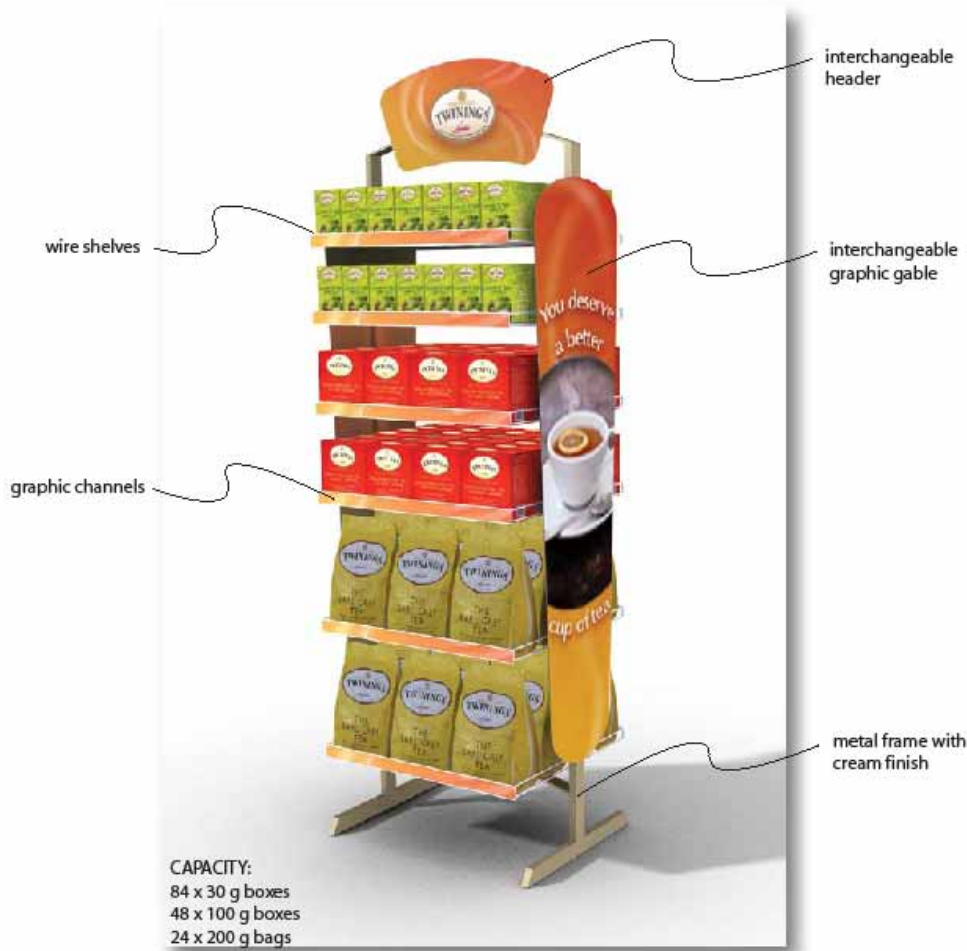
Finished prototypes (outsourced)

TWININGS: Initial Concept Sketches



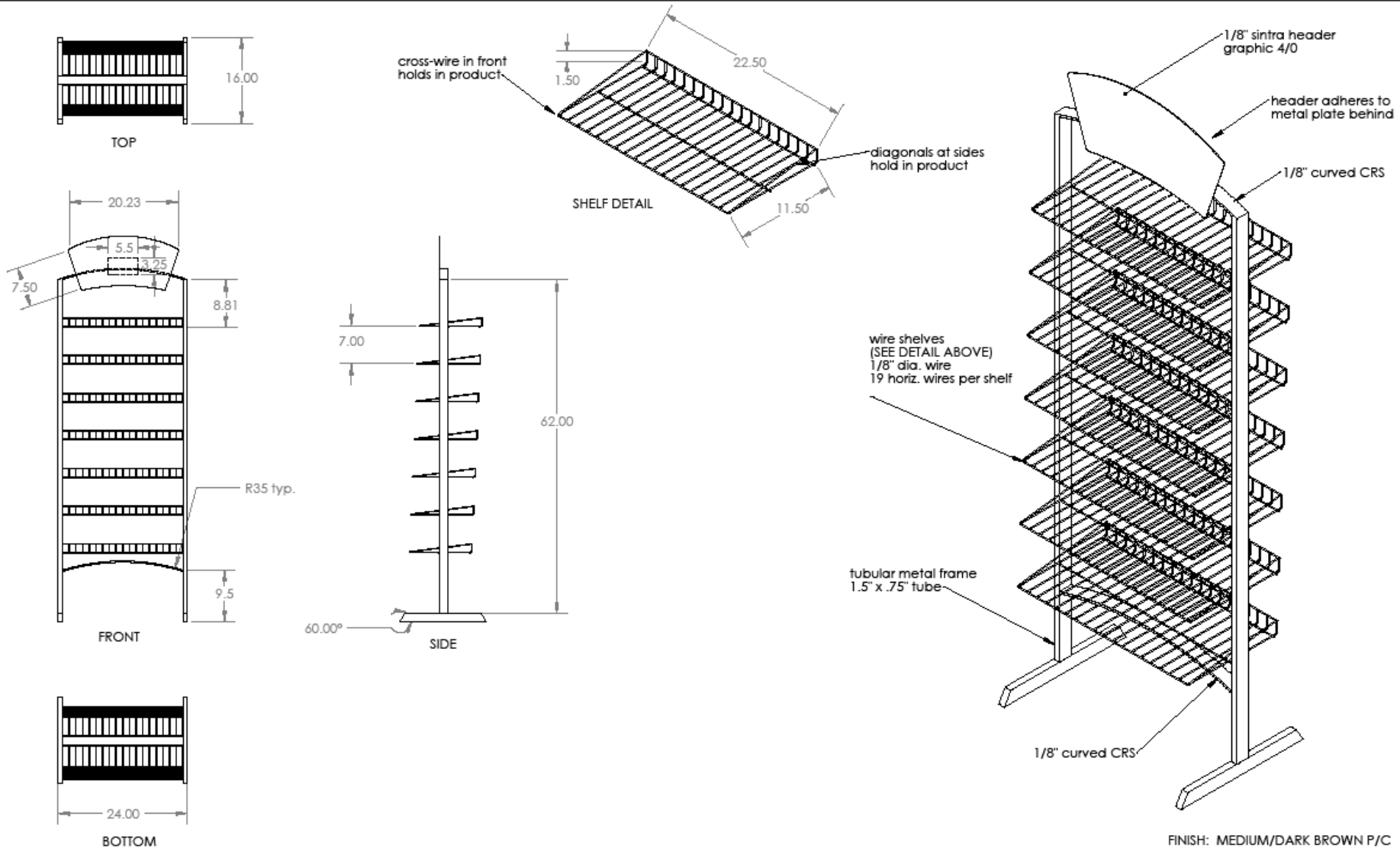
TWININGS: Presentation Board – final concept

National Importers: Twinings Tea Display
Concept F



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TWININGS: Quotation Drawings



FINISH: MEDIUM/DARK BROWN P/C



PROJECT: TEA DISPLAY

DESCRIPTION: METAL FRAME ASSEMBLY-ALTERNATIVE TO WOOD

JOB NUMBER: 08-0600
STATUS: QUOTING

REV. NO. R2
DATE: JUNE 12/08

DRAWN BY: SDS
QUANTITY 250

Verbatim Pod Version A



"floating" product secured to display with adhesive (security recoiler optional)

graphic decal

graphic channel for product details

Verbatim Pod Version B



"floating" product secured to display with adhesive (security recoiler optional)

graphic decal

graphic channel for product details

PEPSI: Mini-Can Display Concepts

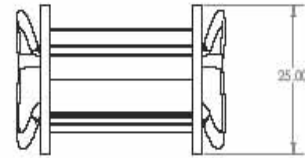


Flip Flop Display

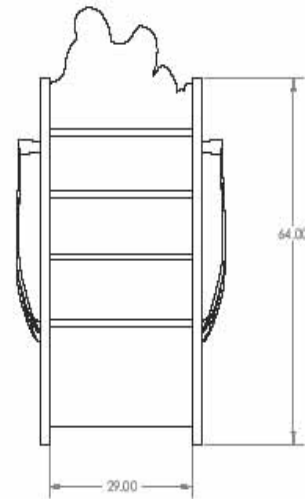
2 sided graphic header/backer

larger than life, 3D flip-flop gables, with graphic branding

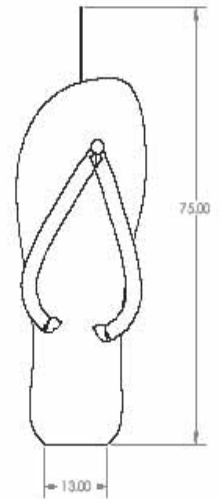
peg product on two sides



TOP



FRONT



SIDE

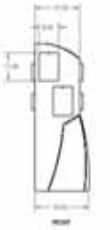
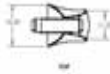
Children's DVD Display



STAPLES - Office Chair Floor Stand - Concept B



FEATURES:
 3-Dimensional free-standing structure
 Plastic brochure holders on both sides
 Side 1: Two plastic frames to suit 8.5" x 11" inserts
 Side 2: One plastic frame to suit 11" x 17" insert
 OR two 8.5" x 11" inserts

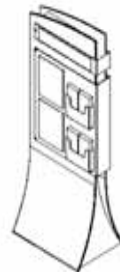
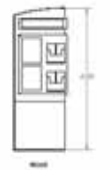


artisanretail

STAPLES - Office Chair Floor Stand - Concept C



FEATURES:
 3-Dimensional free-standing structure
 Two double plastic brochure holders
 Side 1: Two plastic frames to suit 8.5" x 11" inserts
 Side 2: One plastic frame to suit 18" x 24" poster
 OR four 8.5" x 11" inserts



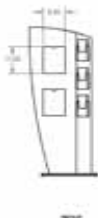
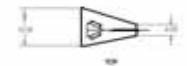
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Information Kiosk

STAPLES - Office Chair Floor Stand - Concept A

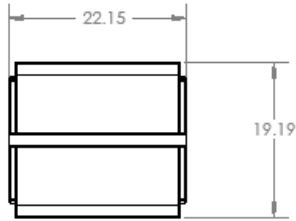


FEATURES:
 3-Dimensional structure
 Plastic brochure holders on both sides
 Side 1: Two plastic frames to suit 8.5" x 11" inserts
 Side 2: One plastic frame to suit 11" x 17" insert
 OR two 8.5" x 11" inserts

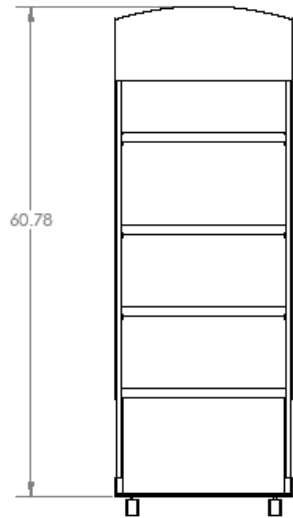


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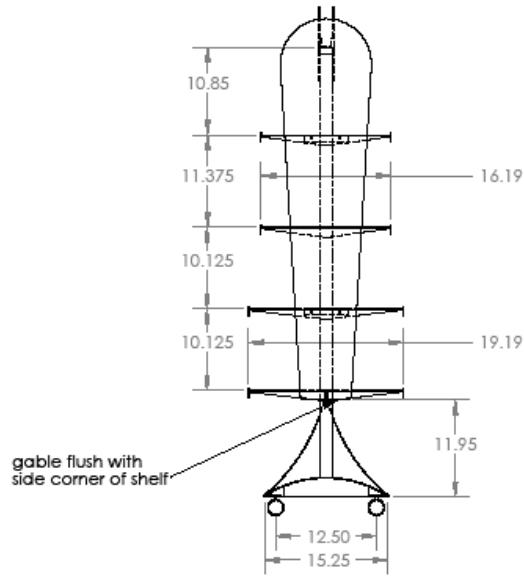
KOTEX: Manufacturing Drawings- page 1



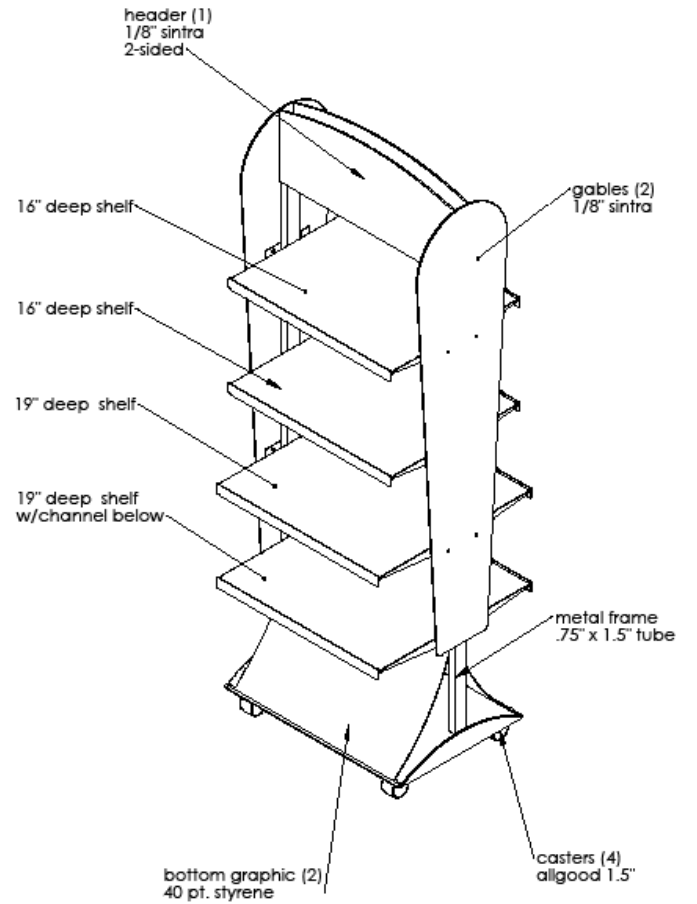
TOP



FRONT



SIDE



QUANTITY: 300 UNITS
FINISH: P/C BLACK



PROJECT:

KOTEX DISPLAY

DESCRIPTION:

20.25" X 19" METAL SHELF

JOB NUMBER:

08-1144

REV. NO.

R4

DRAWN BY:

SDS

STATUS:

PRODUCTION

DATE:

JAN. 8/09

metal

KOTEX Display



Rendering



Actual Prototype

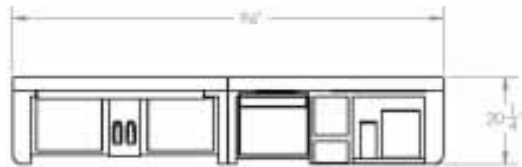
Row Display and Information Kiosk

BELL WHOLE HOME SOLUTIONS

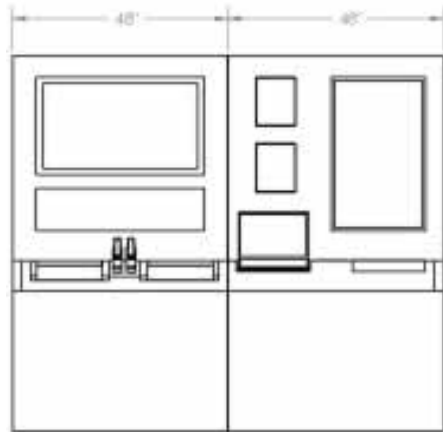
OPTION 3

June 14, 2011

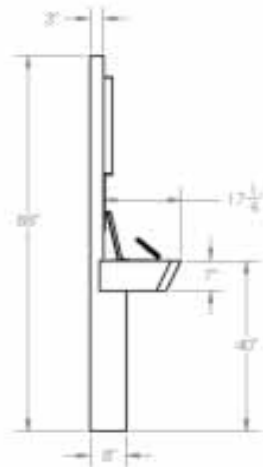
for *The Source*



TOP



FRONT



SIDE

46" TV

2 remote controls

2 PVR's



laptop

pamphlets

Working tablet with service information

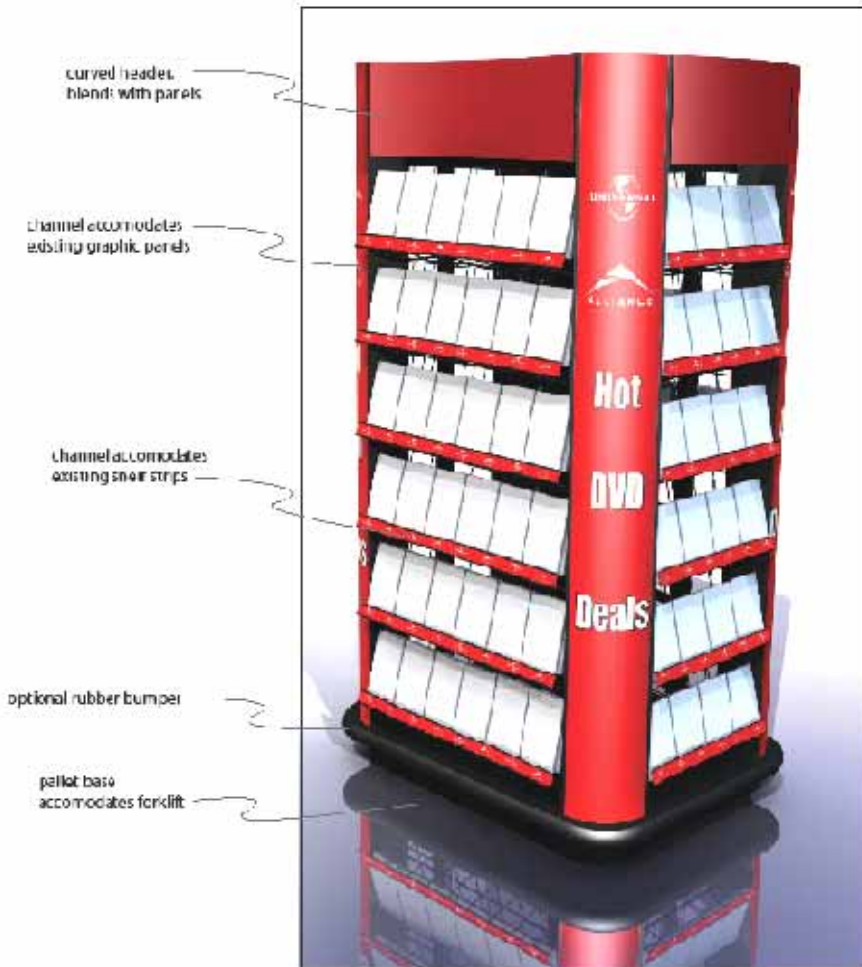
BELL WHOLE HOME SOLUTIONS

Before and After (concept only)

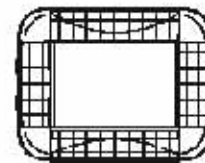


UNIVERSAL: DVD Display Presentation 1

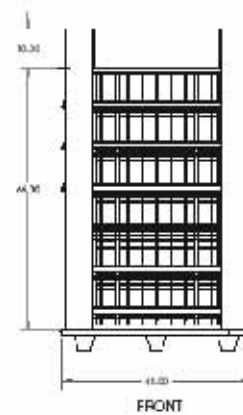
Universal Permanent DVD Display version 1 (three header options)



CAPACITY:
 48" side:
 36 facings x 9 deep x 2 sides
 36" side:
 24 facings x 9 deep x 2 sides
 TOTAL: 1080 DVD's



TOP



HEADER OPTIONS



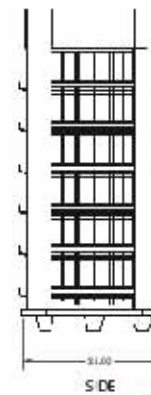
a. curved as shown



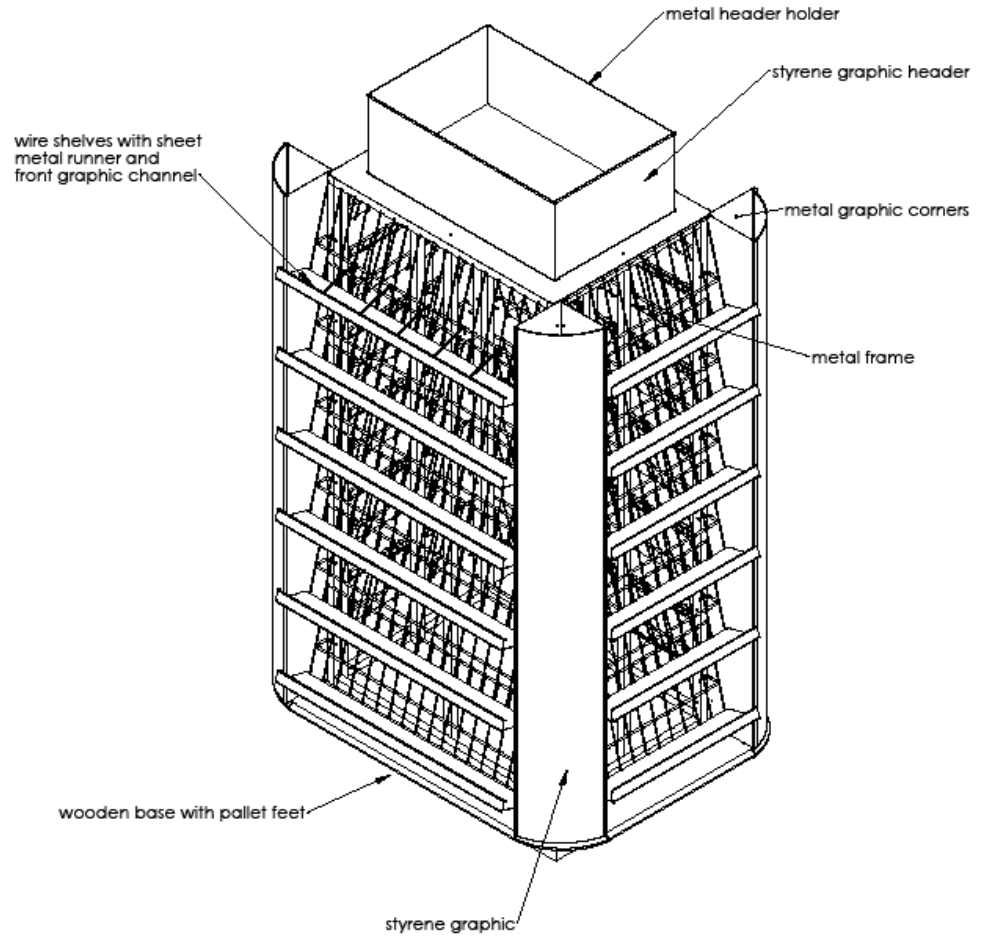
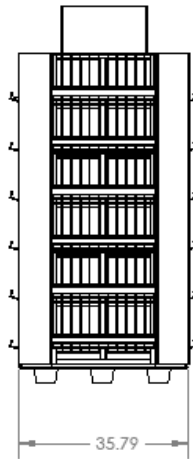
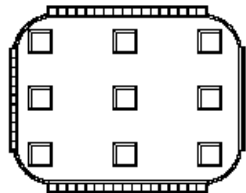
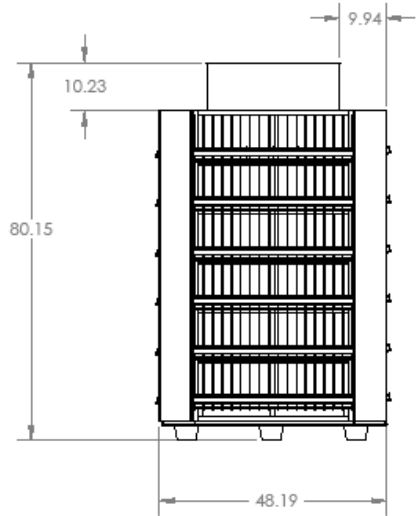
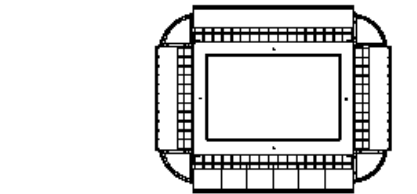
b. straight edged



c. central rectangle, sides & shoe panels



UNIVERSAL: DVD Display Quotation Drawings



PROJECT: DVD Display

DESCRIPTION: FULL ASSEMBLY

JOB NUMBER: 08-0327
STATUS: quoting

REV. NO. R3
DATE: 4/23/08

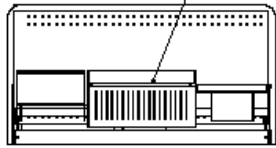
DRAWN BY: sds
for reference

UNIVERSAL: DVD Display Final Production

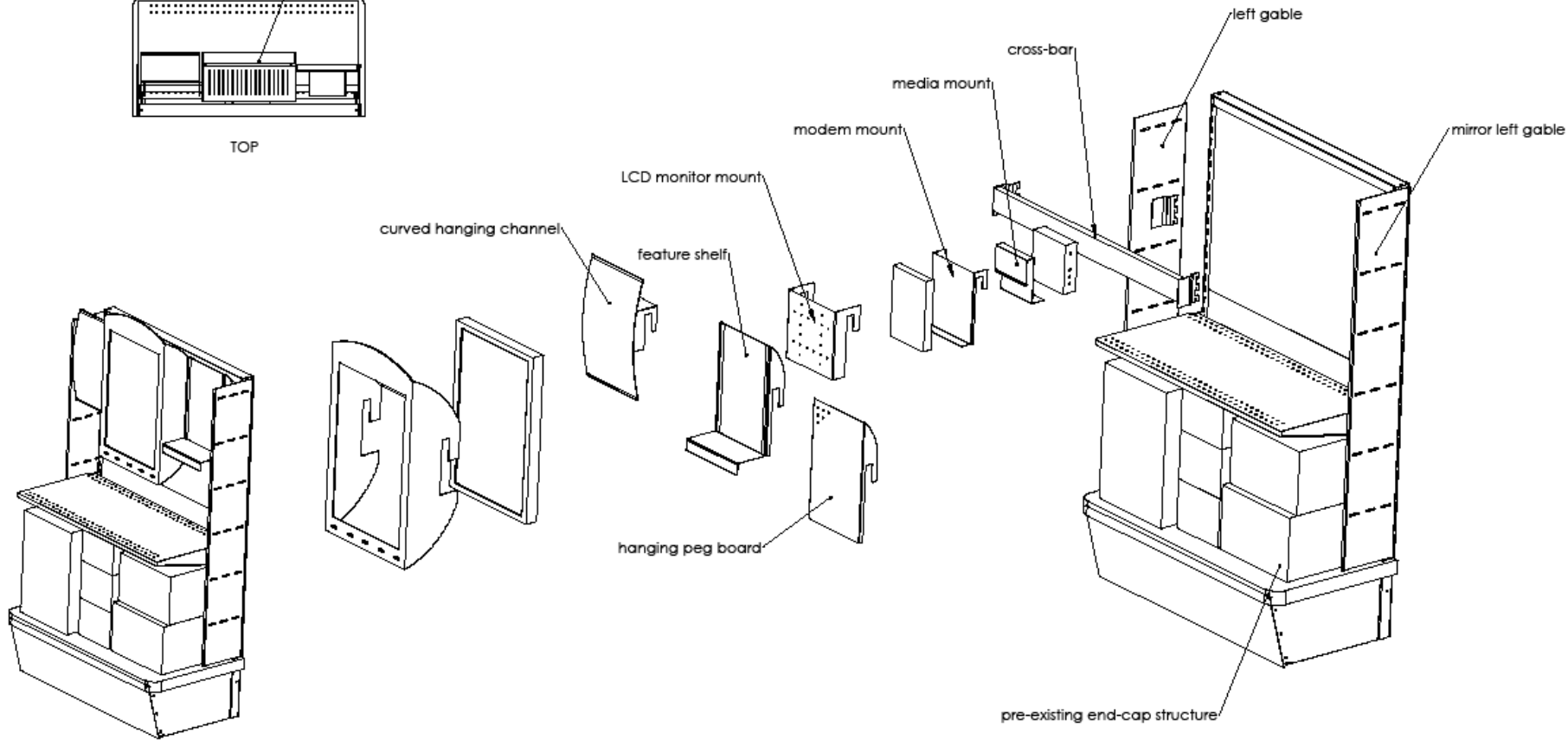


Modular "N-Cap" Construction

media mount, modum mount, and LCD monitor mount
fit one behind the other over cross-bar



TOP



ASSEMBLED

PROJECT:

Artisan Globalshop Chameleon Endcap

DESCRIPTION:

Exploded/Assembled view of all parts

JOB NUMBER: 08-0011

STATUS: quoting

REV. NO.

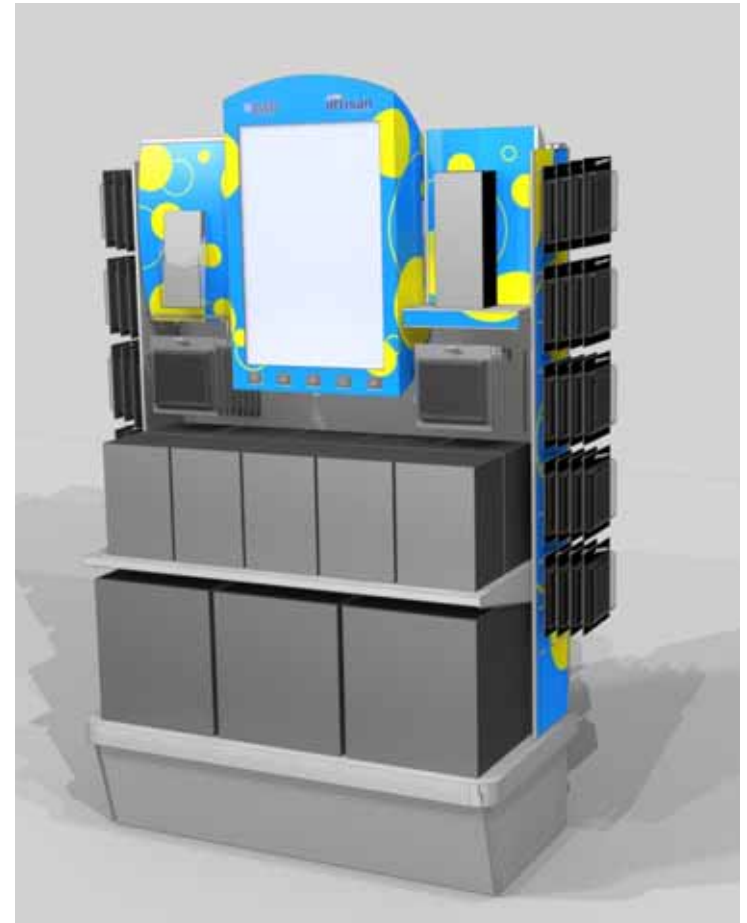
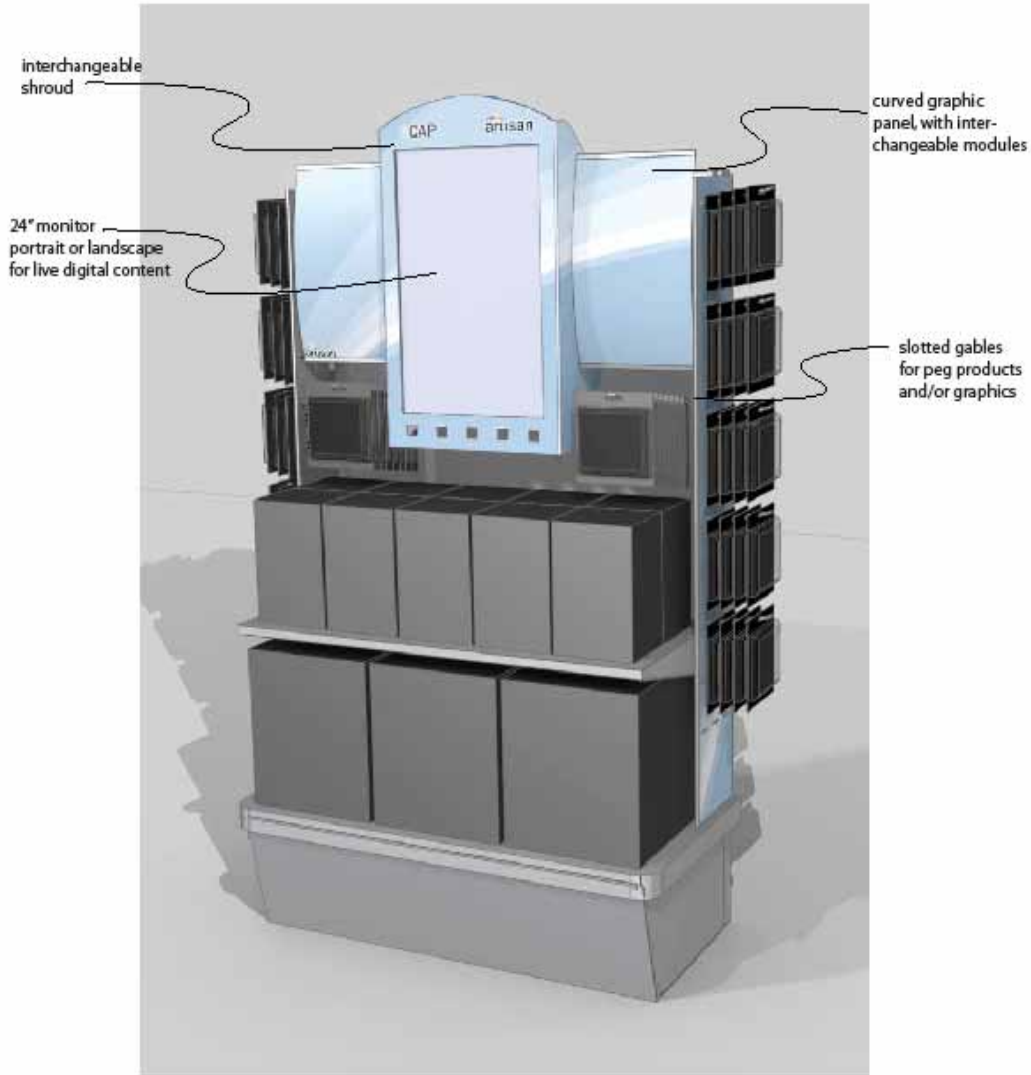
R1

DATE:

Jan. 31, 2008

DRAWN BY: sds

Modular “N-Cap” Concept Renderings



Illustrating alternative displays

Final “N-Cap” Prototype: Display at “Globalshop 2008”

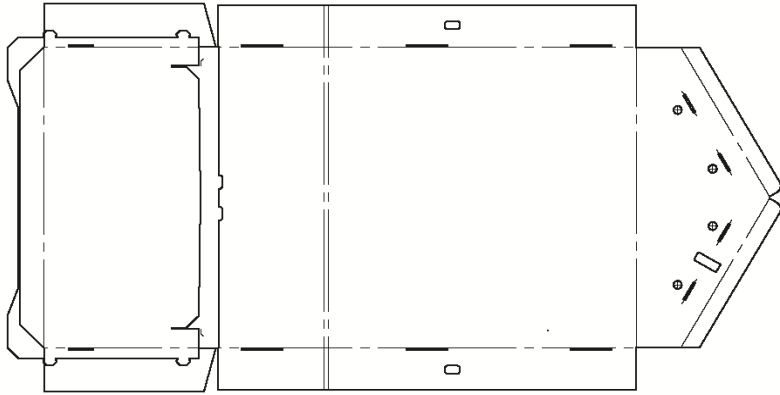


Illustrated Instruction Manuals

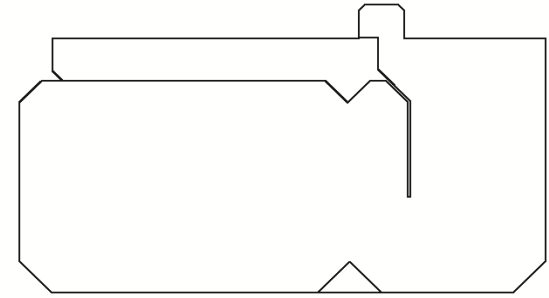
Case Example:

Nike Temporary Retail Display (corrugate)

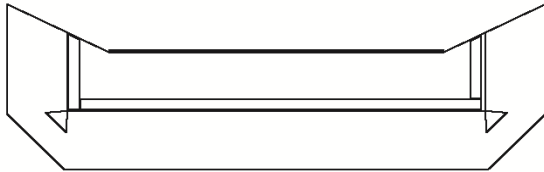
NIKE: Instruction Sheets Temporary Corrugate Display



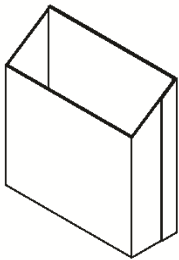
part A- base and backer



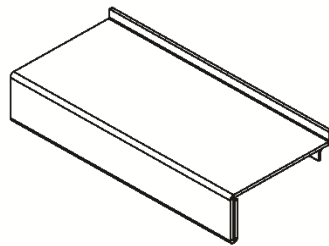
part B- base



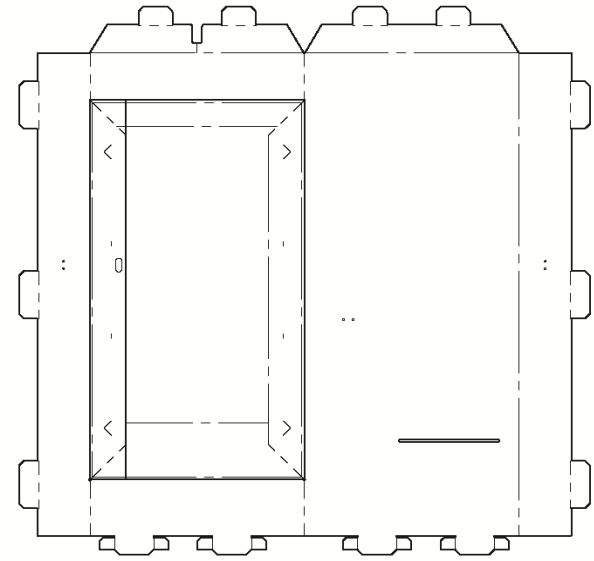
part C- base shelf



part E- pamphlet holder (2)



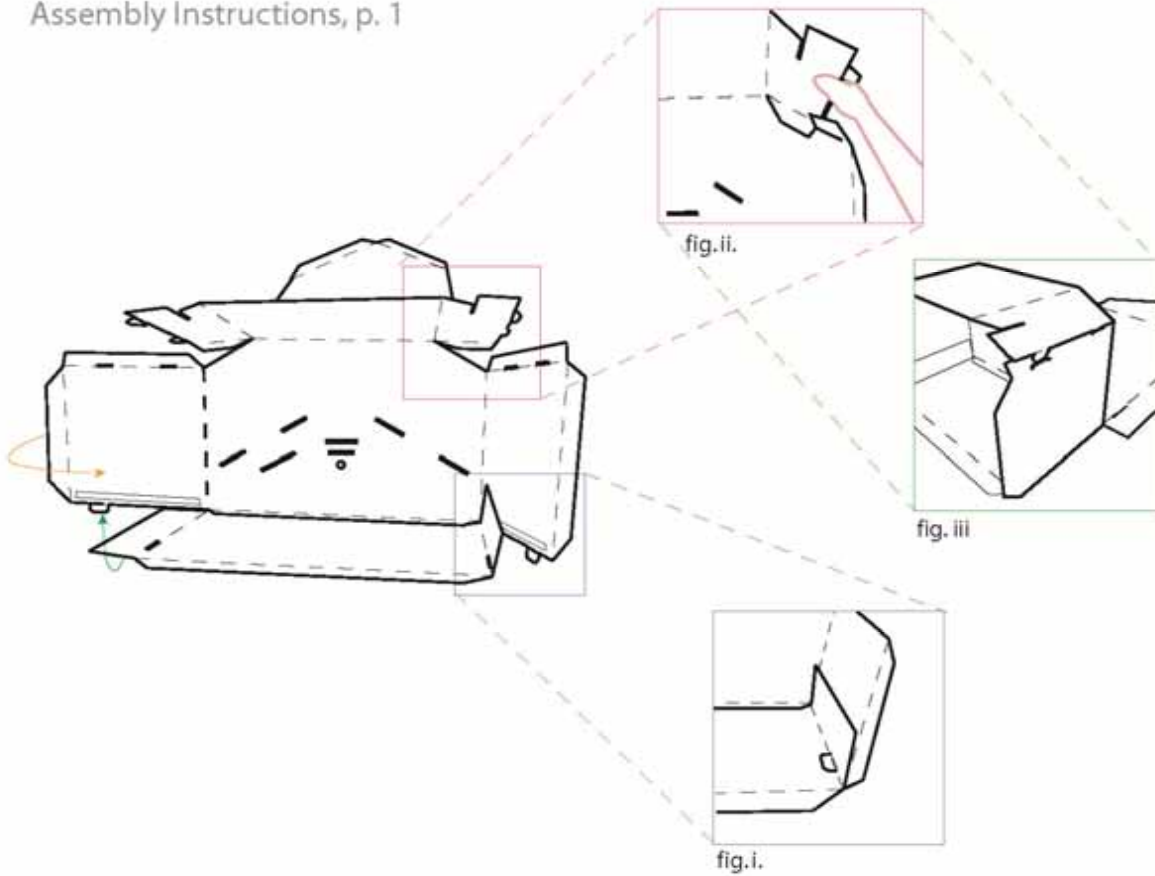
part F- shoe shelf



part D - frame

NIKE CORRUGATE FLOOR DISPLAY

Assembly Instructions, p. 1



BASE & BACKER

Locate part A and place flat on floor with folded pieces on top.

Open and fold in flanges to form a box, facing away from the backer.

Remove tape backing on one side.

Folding bottom flanges in first, insert small flap into its slot.

Press tape again first side

Repeat on other side. (fig. i)

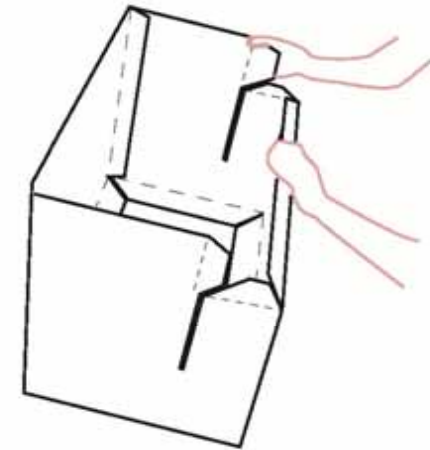
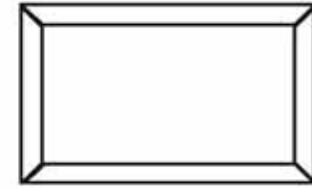
Fold down top and side edges inward 45 degrees. (fig. ii)

Insert flanges into slots. (fig. iii)

Make sure all flaps are inside the unit and that edges are flush.

Repeat on other side.

fig. iv.



LOWER BASE

Locate part B, and open it to form a rectangular box.

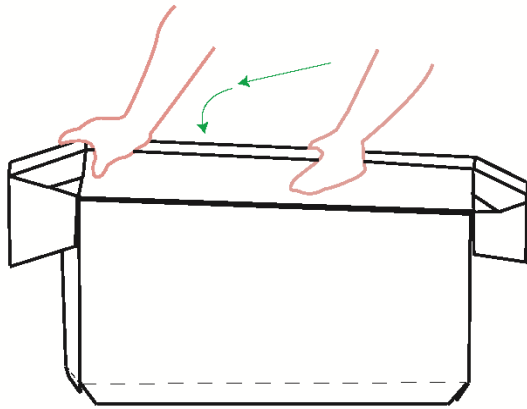
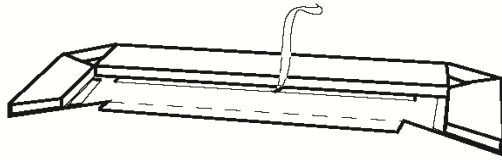
Fold inward the bottom flanges so that edges meet. (bottom view, fig. iv.)

Place base on floor, and fold top flanges inward.

Keep this piece handy for the next step.

NIKE CORRUGATE FLOOR DISPLAY

Assembly Instructions, p. 2



BASE/SHELF ASSEMBLY

- Locate part C.
- Remove the tape backing.
- Gently place part C onto part B, snugly into corners.
- Press the tape firmly once the pieces are aligned.

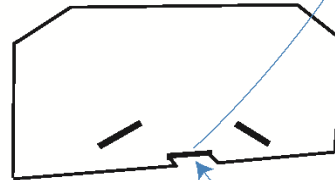
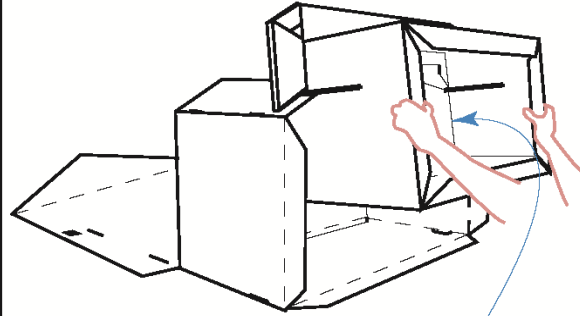


fig. v.

BASE/SHELF & BACKER ASSEMBLY

- Lay part A flat on the floor.
- Align slots in base of part A with slots along sides of base assembly. Also align the flange at back of part B with the slot on A's interior (fig. v.)
- Insert base assembly and make bottom parts flush.
- Locate protruding flange in centre of base. Reinsert it through the next slot, into the interior holding the pieces tightly together.

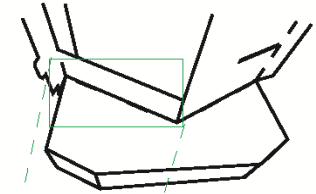
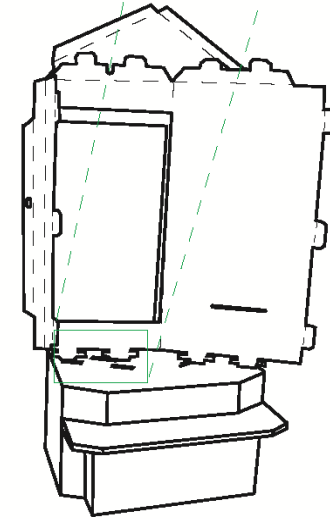


fig. vi.



FRAME ATTACHMENT

- Note: This part of the assembly requires 2 persons.
- Locate part D. Open it to expose the frame.
- Folding it slightly away from you, line up the 5 flanges with their respective slots in the base.
- Fold in the "T" arms on 4 flanges and insert them into their slots on both sides simultaneously.
- See fig. vi. for completed insertion.

NIKE CORRUGATE FLOOR DISPLAY

Assembly Instructions, p. 3

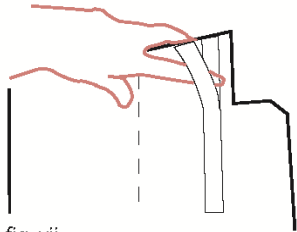
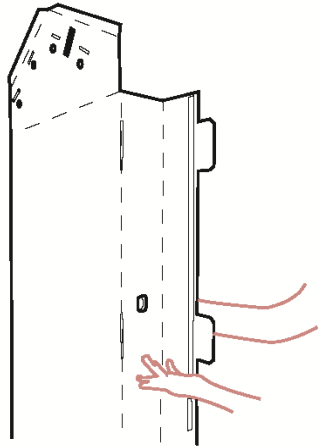


fig. vii.



SIDE ATTACHMENTS

Remove tape backing along left side. (fig. vii)

First fold in flange edge of part D (smaller slot), and then follow with edge of part A (larger slot).

Line up each flange with each slot, and partially insert them. Once all are aligned, push in fully.

Press sides together to secure tape.

Repeat on other side, back flange folding in first.

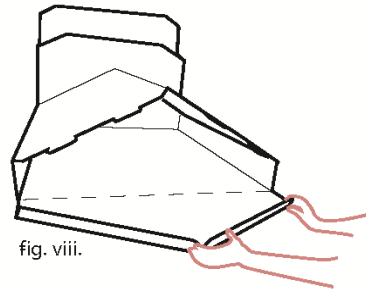


fig. viii.

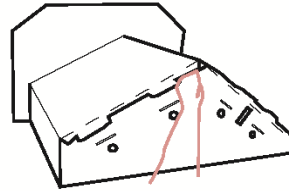


fig. ix.

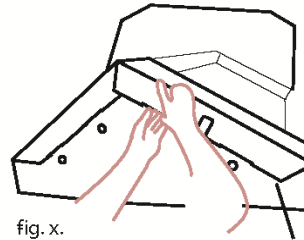


fig. x.

TOP

Lay the unit flat on the floor once more.

Fold in the top edges (fig. vii.)

Fold in top so that flanges slide inside (fig. viii.)

Fold flanges in and insert into slots at top of unit, on both sides (fig. ix.)



fig. xi.

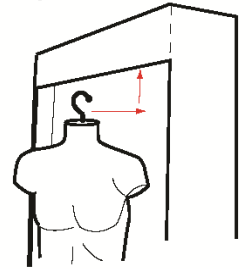


fig. xii.

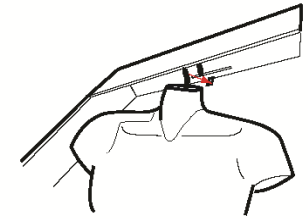


fig. xiii.

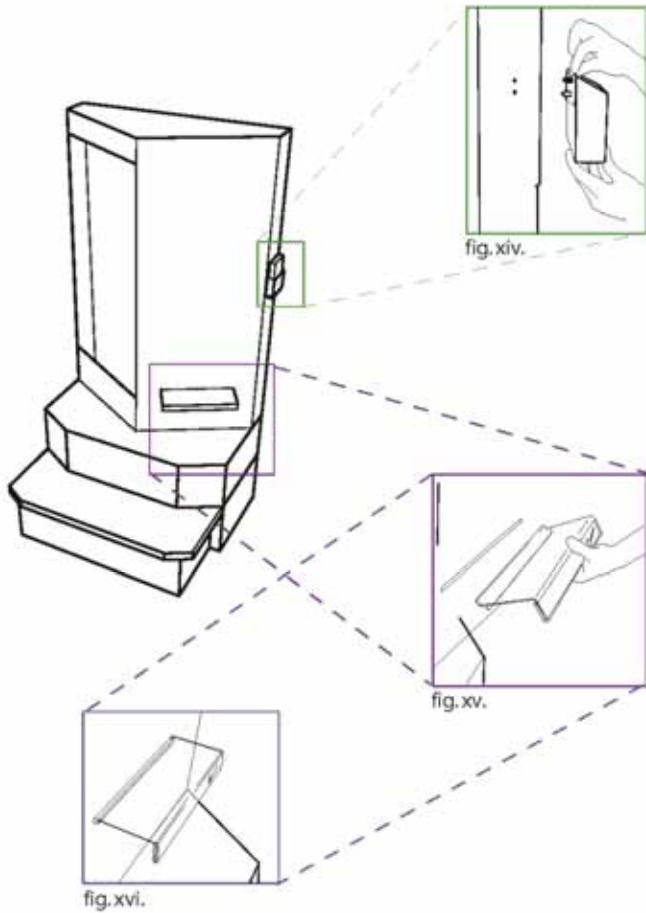
HANGING MERCHANDISE

Turn mannequin's hook 90° to its normal position. (figs. xi. & xii.)

Place hanging merchandise in slot provided, located on inside top of frame. (fig. xiii.)

NIKE CORRUGATE FLOOR DISPLAY

Assembly Instructions, p. 4



ACCESSORIES

Bring the assembly to standing position.

Insert the PET-G pamphlet holders on both sides, as shown (fig. xiv.)

Insert the acrylic shoe shelf into the open slot on right, as shown (figs. xv. and xvi.)



COMPLETED ASSEMBLY

Place in store location and fill with product.

*This presentation has been brought to you by Shayva Steinberg,
Industrial Designer; dreamer, thinker, creator, doer.*

Thank you for your attention and consideration.