



CASE STUDY ONE

CLIENT
MGM

CHALLENGE

MGM Studios of Santa Monica, CA approached Acrylic Design Associates to create a free-standing floor fixture to display and sell DVDs within retailers worldwide.

The fixture needed to clearly showcase 30-60 different movie titles, and behind each title, hold stock. MGM wanted a low-maintenance display that would appear fully stocked at all times, even if only one DVD per pocket remained. Theft deterrence also needed to be factored in, due to persistent problems with DVD theft within the retail industry.

The fixture required bold and changeable marketing graphics on all sides and top for high visibility. MGM further challenged Acrylic Design with a dozen rollouts to various grocery chains. This required three different sized fixtures with three graphic options. We would need to ship 50 fixtures per day, coordinating a bill of landings and shipping through MGM's third party carrier.

SOLUTIONS

Our design team developed and produced a perfect display solution for MGM, fulfilling their every request.

A die-cut "pusher" pocket was developed to not only hold individual movie titles, but to move all stock within each pocket to the front.

Extruded stacking shelves were designed to interconnect with one another. This resulted in spacing that allowed only one DVD to be removed at a time, thus deterring theft.

To add considerable marketing visibility to the fixture, we added two-sided, top load, header graphics, along with side panel graphics.

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ACRYLIC DESIGN ASSOCIATES



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With 200,000 ft of manufacturing and assembly space, Acrylic Design had the capacity to produce the high-volume rollout the time frame required.

RESULTS

MGM sold record numbers of DVDs within the first month of installation.

Thanks to record-breaking sales, the cost of each fixture was recovered in days! Loss prevention realized the benefits with deterrent design—seeing a dramatic drop in theft. Production rollout, at 170 fixtures per day, exceed lead-time expectations. Web-based tracking confirmed that fixtures arrived intact and on time.