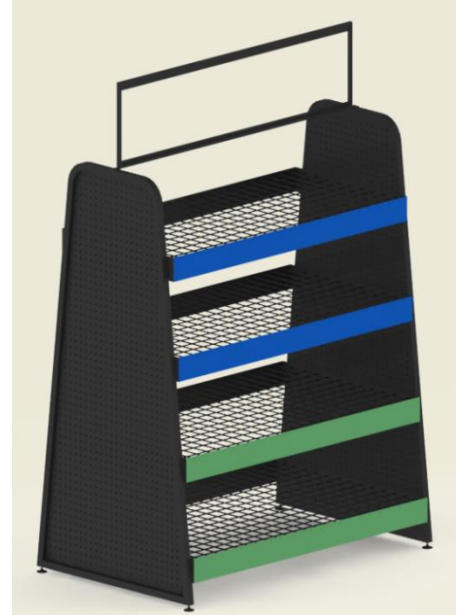




**MIDWEST**  
RETAIL SERVICES, Inc

## Custom Fixture Solutions



*Innovation, Design, Execution, Application.*

**Midwest Retail Services, Inc.**

**800-576-7577**

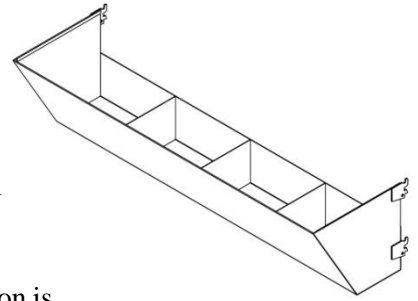
7920 Industrial Parkway | Plain City, Ohio 43064  
info@mw-rs.com | www.midwestretailservices.com

# Specialty Displays and Accessories

*Need a special fixture display?*

*Need a special display fixture accessory?*

Do you have a new product and can't find the right way to display it? What do you do when the stock fixtures won't work for the merchandise you are trying to display? How do you get customers to notice your products? Are you facing these challenges? Midwest Retail Services can help you with your specialty displays and special display fixture accessories whether they are steel, wire, or wood. From concept to reality, we can help you bring your retail vision to life.



But once you know the kind of display you need, an often asked question is...

*Which makes more sense:*

*Should I buy a specialty display domestically or import it?*

The needs of your program can dictate the choice between a domestic or an import manufacturer. Of the many factors to consider are lead time, quantity, pricing, transportation, and manufacturing flexibility. Managing the entire program and giving you both options in a seamless package is where Midwest Retail Services shines best. We have the expertise to help you determine the right direction for you. The end result is the same regardless of whether it is a domestic manufacturer, an import manufacturer, or both; a display that fulfills your merchandising vision at a price point that works for your organization.



For more information about specialty retail fixtures and custom displays and accessories, contact Midwest Retail Services today. Call toll-free at **800-576-7577**, use our convenient online contact form, or email us at [info@mw-rs.com](mailto:info@mw-rs.com).

*One of our display specialists is waiting to assist you!*

**Midwest Retail Services is dedicated to transforming your retail vision into reality by assisting with store fixtures, merchandising accessories, store design, fixture installation, and much more.**

# How We Work With You

*The process for developing your custom fixture is easier than you think!*

Although every client and every project is unique, most people like to have an idea of what to expect. The typical process is executed in five steps.

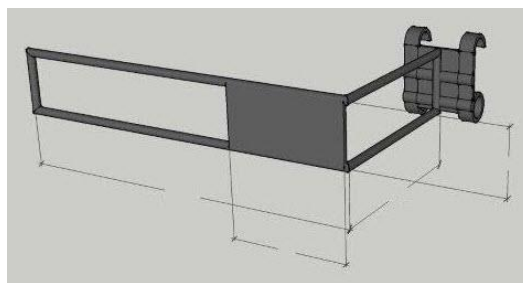
## 1. DISCOVERY

You meet with one of our experienced retail fixture professionals and discuss your display and merchandising challenge, the results you'd like to achieve, and ideas you have already generated. We'll ask questions, contribute additional insight and advice (and perhaps a few ideas you haven't thought of) and brainstorm a few options with you and sketch out a couple rough ideas.

## 2. DESIGN

After agreeing on a concept sketch, we'll have the concept converted into a scaled model drawing with specifications for engineering.

We email you digital files for review and feedback. We revise the drawings until they match your vision of the custom fixture.



## 3. PROTOTYPE

The approved drawings are then turned into a physical prototype manufactured with the same materials and in the same dimensions as the finished version. You'll review photos of the prototype and if you like what you see, we ship it to you for inspection, test merchandising, and final approval.



## 4. MANUFACTURING

Now that you've approved the one-off model, your project enters production. Midwest Retail Services works with both foreign and domestic facilities to ensure you the best quality, price, and turnaround.

## 5. FULFILLMENT

Once your custom fixtures roll off the assembly line, we ship them according to your instructions whether to your distribution center, a rollout to individual stores, or we warehouse them to be shipped as-needed to your individual stores.



## About Midwest Retail Services

*Our mission at Midwest Retail Services is to build lasting partnerships by creating and achieving high customer expectations; to inspire and educate our clients to fulfill their vision; to focus on providing an adaptive, unique blend of products, solutions, and services.*

Midwest Retail Services provides all the store fixtures needed to start, expand, or update your retail store. We serve a wide variety of businesses including pharmacy, grocery, pet supply, party supply, book, C-Store, discount, and many other retailers. We also support POP design and fulfillment, retail designers, architects, contractors, installers, and store fixture resellers.

Established in 1994, Midwest Retail Services has grown into one of the largest, multi-brand, store fixture distributors in the country. We continue to expand by creating a unique team approach not just within our organization, but with our vendor partnerships, and our valued customers.

Based in Columbus, Ohio and with salespeople around the Midwest, we are uniquely positioned to provide the best service possible for you, our clients. Our extensive knowledge of the industries we serve combined with our commitment to your retail success inspires us to go above-and-beyond and constantly seek out ways to better serve you.

At Midwest Retail Services, we believe that providing a wide selection of retail fixtures from the industry's leading manufacturers is only part of the process. We also carry a multitude of brands and shelving options, which provides a distinct advantage for retailers who have different brands of display fixtures but want the convenience of dealing with a single supplier.

We understand your time is valuable and juggling multiple responsibilities is difficult. Allow Midwest Retail Services to alleviate some of your stress by providing:

- **Display Fixtures**
- **Custom Designed Fixtures**
- **Store Layout Consultation**
- **Roll-out Programs**

Contact Midwest Retail Services today at **1-800-576-7577** or [info@mw-rs.com](mailto:info@mw-rs.com).

