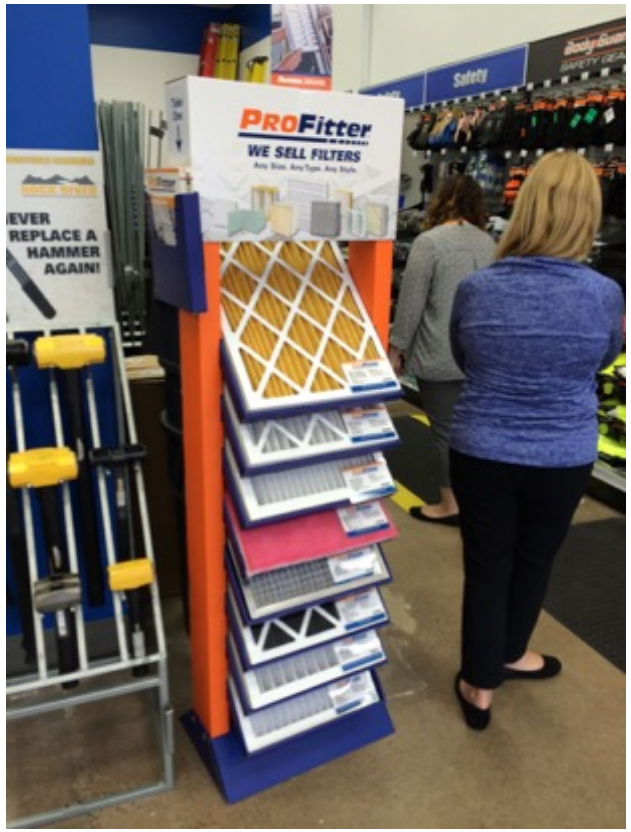
GREAT NORTHERN instore



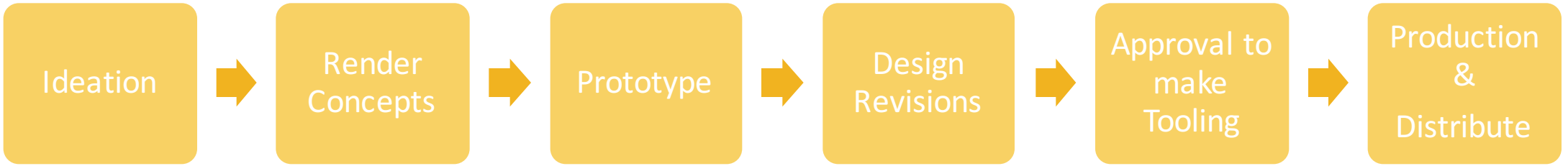
FASTENAL®

Chippewa Falls Display-of-the-Month – Sept 2016

- Objective:
  - Develop a cost economical and impactful way to present many different HVAC filters in a corrugated display that can be freestanding and attract attention at or near the cash register at Fastenal Retail Stores
  - Develop a means to present the view of the surface of the various filters in order to permit shoppers to see the different types of filters in stock or available for order.
- Customer Goals:
  - Create a cost effective means to present the products out of package since they are sold in case count
  - Make an attractive glorifier to enable stores to increase sales of filters
  - Make a vehicle to present the variety of filters in order to help shoppers become aware of the variety of filters that can be purchased at Fastenal Stores on a regular basis
  - Use the display to build repeat purchase through awareness and glorification of the product
- Challenges to overcome:
  - Unknown mix of product
  - Presenting product out of package
  - Presenting product so that a large area of surface could be seen to differentiate between filter types
  - Create a strong structure from corrugated materials
  - It was crucial that an estimate was produced with the submission of ideas
  - We had 2 days to develop concept to pricing.

GREAT NORTHERN instore

FASTENAL



Sales and Creative Director met with Fastenal Shopper Team to establish initial direction

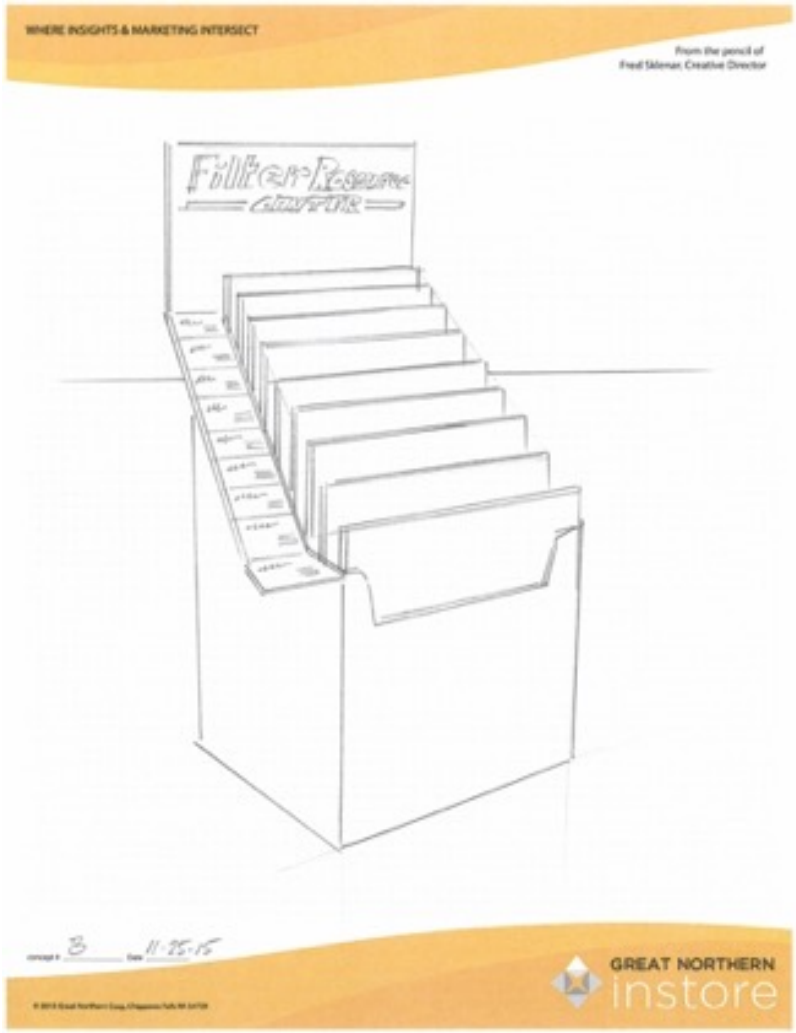
Initial concepts were penciled and presented for Fastenal Buy-in, then renderings

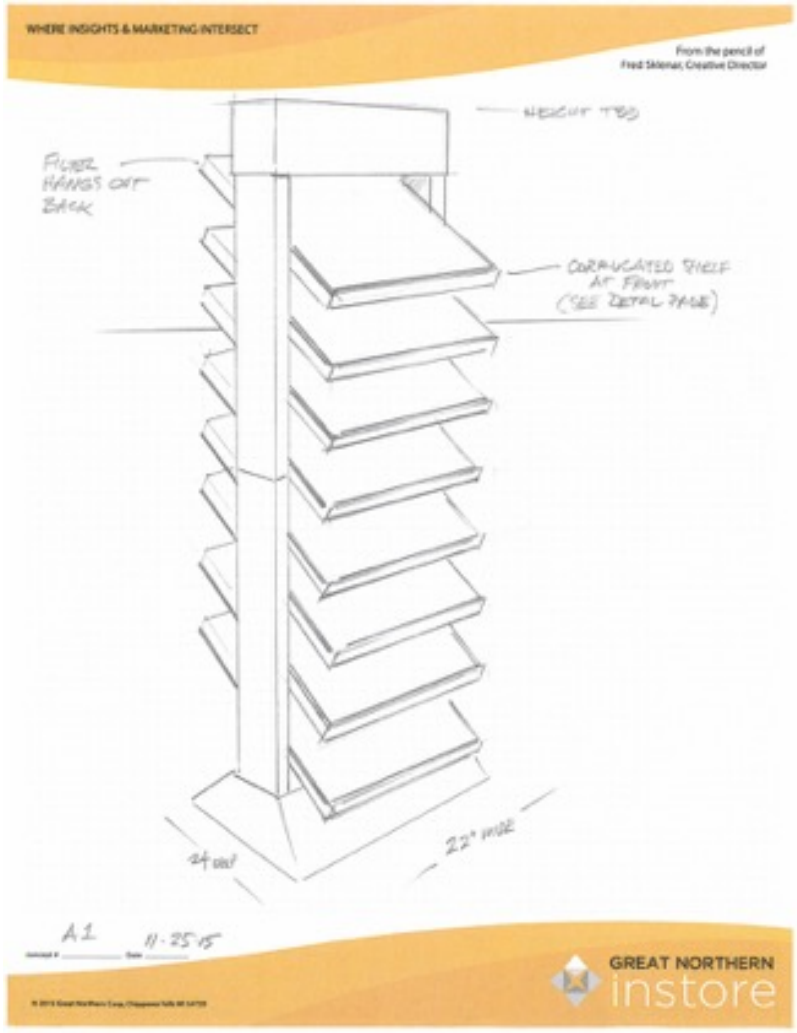
Prototypes were created to present to marketing within Fastenal

Minor tweaks were created to prove quick assembly and ease of set up at retail

Gni-CF production in speed to market time frame

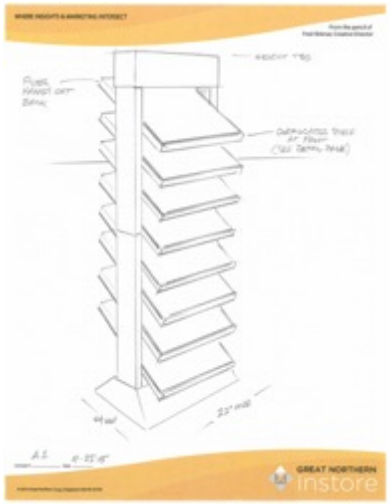
Pencil sketches

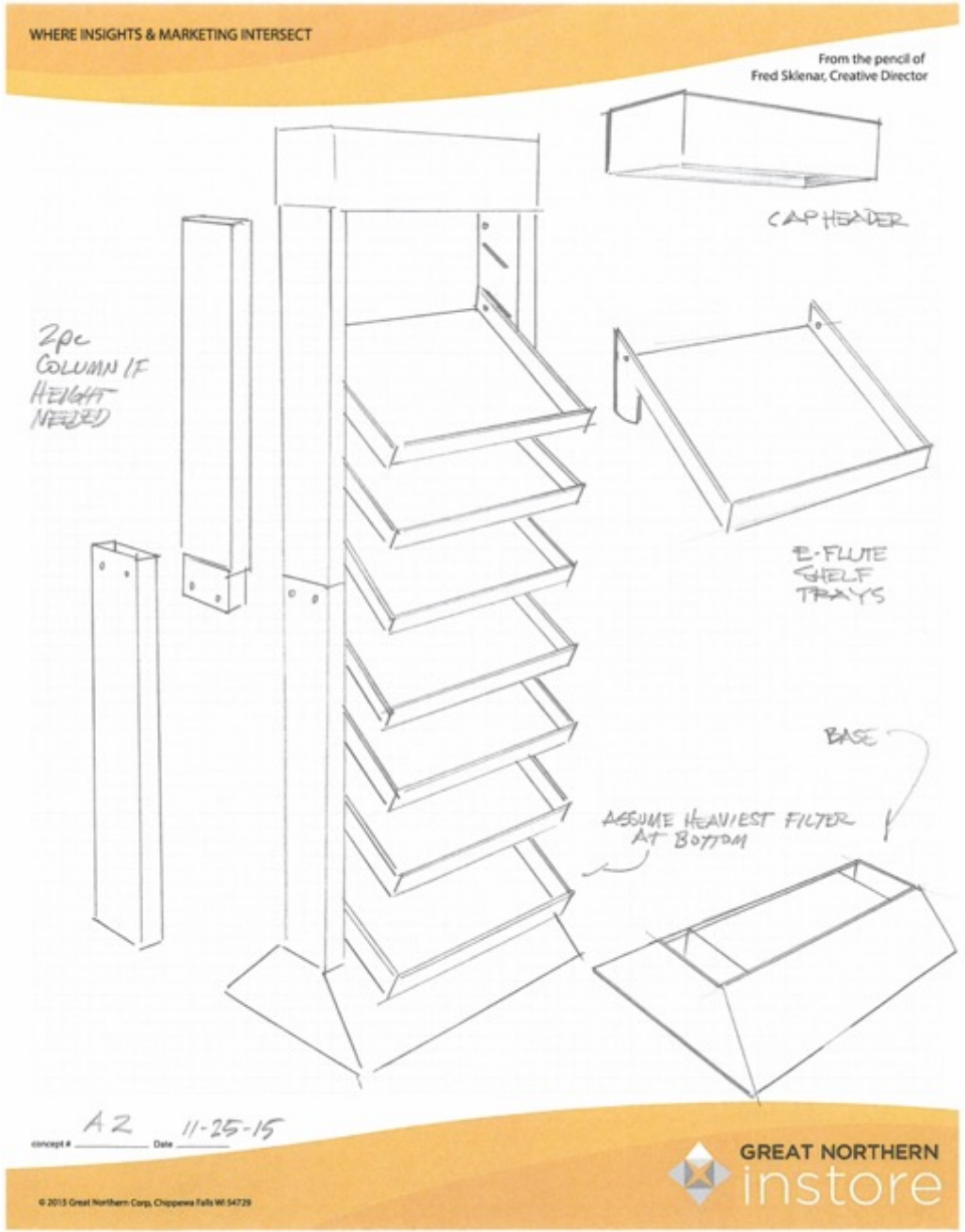




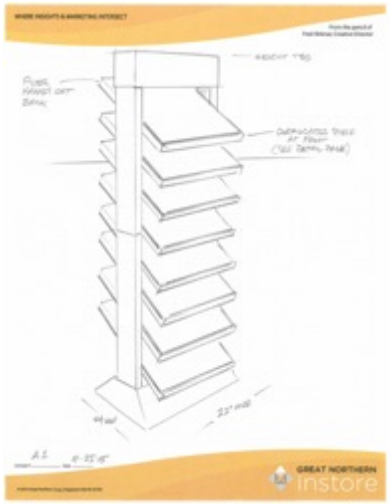
Alternate Ideas considered

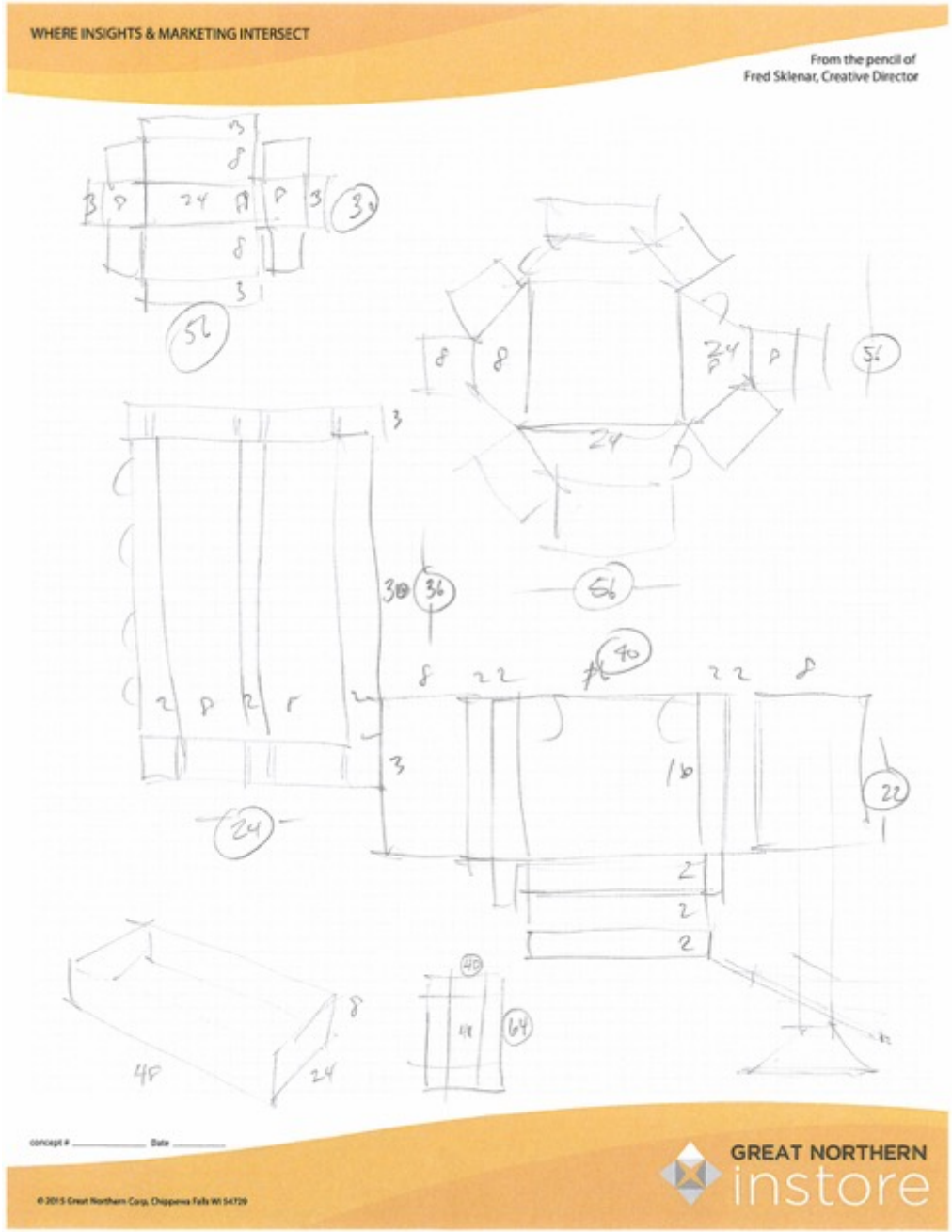
Engineering for Tight ball park pricing



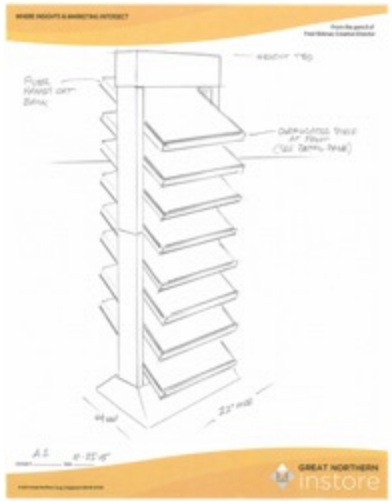


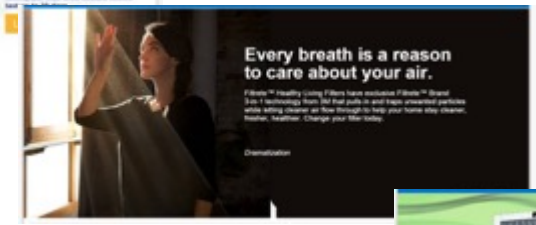
Engineering for Tight ball park pricing



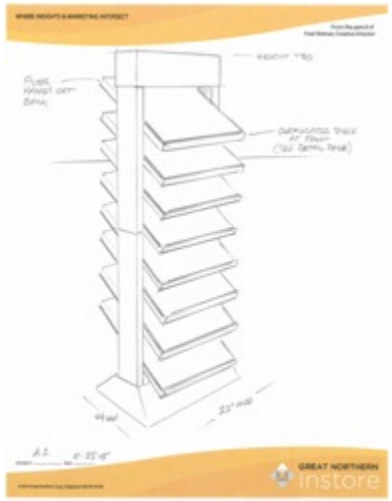


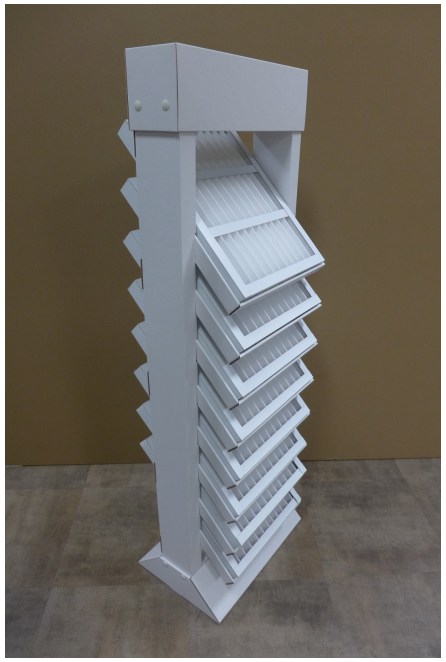
Client supplied art

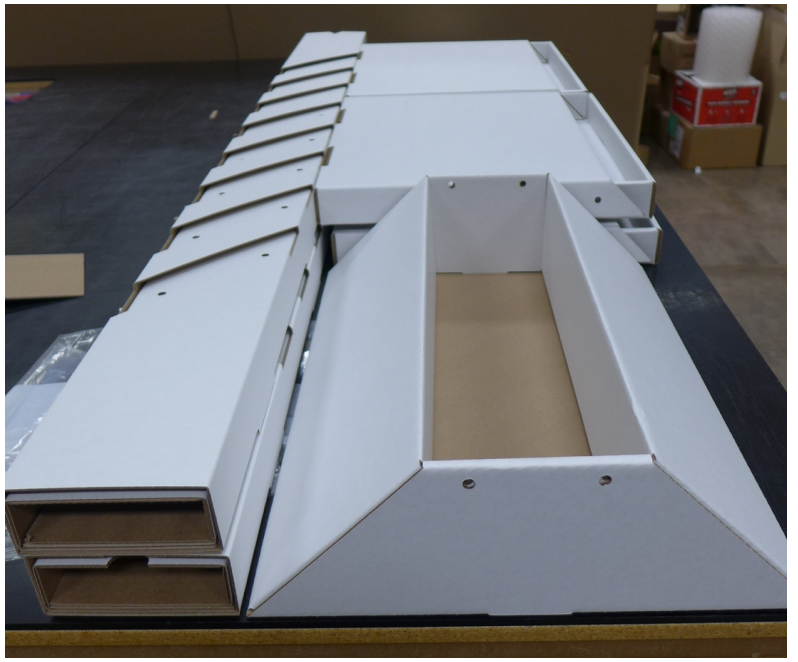




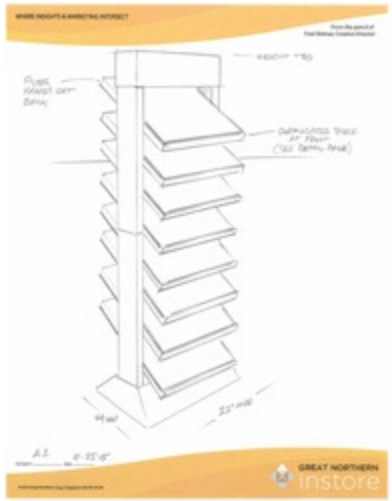
White Samples

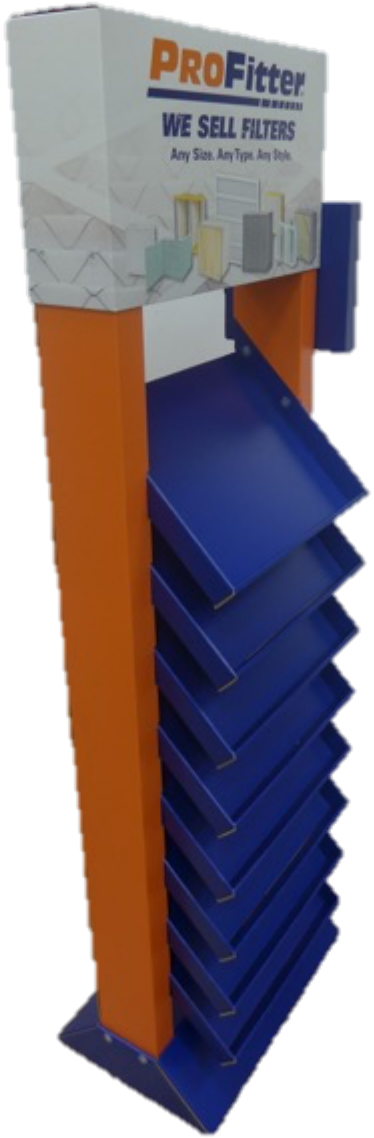






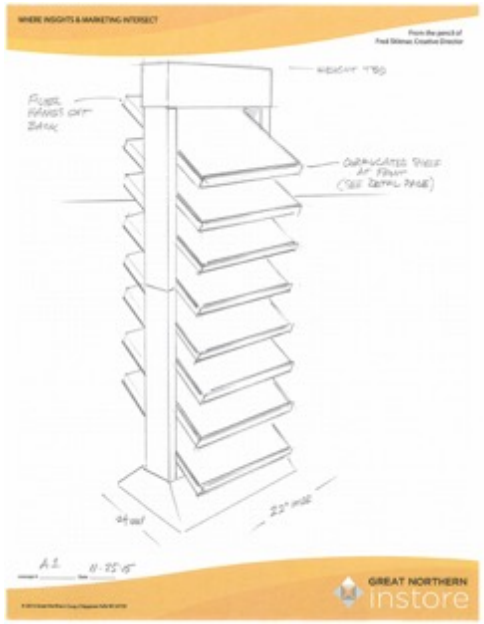
Mock Ups


GREAT NORTHERN
instore


PROFitter
WE SELL FILTERS
Any Size. Any Type. Any Style.

PROFitter
WE SELL FILTERS
Any Size. Any Type. Any Style.

Finished Display



Fastenal Feedback

- “exceptionally easy to set up and change filters”
- “exceeded our expectation for cost of display”
- “literature pocket was great addition to the needs list and encourages shoppers to take brochures when they didn’t before”
- “visually impactful”
- “store managers/owners love it”
- “easy to move around the store if needed”