

## DID YOU KNOW?

According to the Society for Human Resource Management half of all working teenagers have jobs in retail and more than 1/3 of retail workers are part-time employees.

## MODULAR APPLICATIONS

Bathrooms

Dressing Rooms

Large POP Displays

Store level Offices

Consultation Rooms

Kiosks

Pop-Up Stores

## Colony Launches Custom Modular Fixtures

Five years after its first modular fixture set rolled out the door and directly onto a customer's selling floor Colony Display has launched Custom Modular Fixtures for general availability. Modular fixtures differ from the company's standard custom fixture offering in that Modular fixtures take a more holistic approach to making and delivering fixtures.

"With modular it's all about limiting the amount of disruption at the store level. We can build an entire room off-site and then deliver it in as few pieces as possible" said Bob Jack, General Manager of Colony's modular fixtures. "Think of it like a movie set. We're able to build an entire set off-site inclusive of walls, flooring, wall coverings, fixtures and lighting and then break it up into modules to be package, shipped and installed. It's the cleanest way of delivering and installing fixtures that I know of. We have over 100 craftsmen and craftswomen utilizing 150,000 sq. ft. of manufacturing space devoted to this operation" said Jack.

"Colony's modular program is a true turnkey solution for the retail industry. Our team is



totally engaged with every aspect of the operation. We study every site plan looking at access and egress challenges, reviewing loading platforms, checking sprinkler and ceiling heights, noting flooring types....you name it, we look at it. We make sure we understand the total environment before we build and modularize any of the fixture sets" said Joe Roginski, VP Sales.

"The idea of high quality modular fixtures is very exciting for us and our customers" said Chuck Zich, COO Colony Display. "It's a whole new way of looking at store remodels and rollouts. By making everything off-site we really simplify the process for the retailer as well as help to improve the shopping experience for the customer. We think its an exciting place to be" commented Zich.

To learn more about Colony's modular capabilities please visit [www.colonydisplay.com](http://www.colonydisplay.com)



# Colony Launches New Website

Colony Display completed the first phase of refreshing its website:

[www.colonydisplay.com](http://www.colonydisplay.com).

Working with the Streng Marketing Group of St. Charles, IL the company selected a clean and easy to maneuver layout.

The project began in August of 2014 and went live in March of this year. The goal of the new website is to provide customers a better way of understanding and navigating through

Colony's full capabilities.

"Because many of our customers have been with us for such a long time, we tend to think that they know all about us" said Joe Roginski, VP Marketing. "The site allows us to better present our full capabilities to both existing and new customers. We have so much to offer and this website is the first step in getting that message across" said Roginski.

One advantage of the new site

is the mobile interface for handheld devices. Now users in the field can view the entire website without losing any content. The four main components of the site include Custom Fixtures, Modular Technologies, Colony People and Colony Processes.

Future upgrades will include additional content, images and informative links for our customers.

## Industry Stats

- In 2013 consumer spending in retail stores represented 70% of the nations Gross National Product
- 99% of all U.S. shoppers veer to the RIGHT when first entering a store
- Retailers must grab the attention of the shopper within 7 seconds or run the risk of losing their interest
- Overall 9 cents of every dollar comes back as returned merchandise

\*source AZCentral.com

# Colony Adds 2 Account Managers

Colony Display recently added two Account Managers to its growing team of Display specialists.

Sandy Jordan recently joined Colony as the company's Dallas Account Manager in May. Sandy brings over 20 years of retail fixture experience to Colony customers. A Tulsa Oklahoma native, Sandy has

been living in the Dallas area for over 25 years. Skilled at strategic planning and fixture design Sandy offers her customers a collaborative team approach representative of Colony Display. Also joining Colony is Tom Burrous. Tom is joining the company as our Boston Account Manager. Located in the

heart of Beantown, Tom has over 20 years experience working with retailers in a sales and design capacity. With a degree in Industrial Design from Rhode Island School of Design (RISD) Tom offers his customers in-field expertise on creative design and value engineering.

# Upcoming Industry Events



<u>Event</u>	<u>Dates</u>	<u>Location</u>
AWFS Fair	July 22 – July 25	Las Vegas Convention Center
CitySCENE	August 20, 2015	Renaissance, Columbus, OH
NextPoint	October 4-7	Hyatt Regency Hill Country, San Antonio
StorePoint	Jan 31—Feb 3	JM Marriott, Austin Texas

# Meet Bob Jack - Colony Modular GM



The snow was still melting in the western town of St. Charles, IL but you could hear the unmistakable rumble of a Harley Road Glide barreling down Stern Avenue. The bike pulls into Colony's Modular Fixture facility and Bob Jack, Colony's Modular GM emerges from his heated suit and helmet.

"It's been a long winter, I can't wait for things to warm up" comments Jack. An avid Harley rider and the hands-on GM of Colony's Modular fixture business, Bob has become the quintessential leader in the Modular Fixture business. With over 30 years of commercial construction and 17 years of retail installation experience Bob has taken the concept of modular fixtures to a whole new level. "We've been quietly designing, managing and delivering modular fixtures to our customers for over five years now. When you're building a modular fixture the goal is to get in and get out of the store as expeditiously as possible. By building the entire set off-site it allows us to deliver modules instead of pieces. Doing this enables us to minimize store level noise, dust and disruption. We're also able to give the department back over to the store much quicker so they can get on with their business of selling merchandise" said Jack.

"After five years of constructing thousands of store sets we've gotten very good at our trade. We manage and build everything in our St Charles, IL facility. Once sets are completely built we then modularize and package them into as few pieces as possible. Once onsite we quickly reconstruct the sets like a large Lego pieces. My ultimate vision is to have our customers come to Colony and throw us a pile of problems and say "can you help fix this?".....and we do! Just like when you buy a new car I want our customers to walk into their stores and get that new car smell without having seen the car being built." Bob says with smile.

Colony Display is changing the fixture industry and Bob Jack is leading the way on the back of his Harley.

Find out more about Colony Modular Technologies at [www.colonydisplay.com](http://www.colonydisplay.com).

## School's out for Summer....but not for long!



Just as most school aged children are starting to celebrate their long anticipated summer break many retailers are already planning their fall return. Back to School has become the second biggest spend for consumers. Here's a look-back on the National Retail Federations 2014 Back To School season:

- Average 2014 BTS spending

for K-12 was \$670

- Teenagers spent \$913 Million of their own money on BTS, About \$34 per student
- 1 of 5 parents start shopping two months prior to the beginning of school
- 37% of shoppers research BTS items on their smartphones
- High school and middle school spending averaged \$682 while elementary school spending averaged \$581
- Total 2014 BTS spend amounted to \$75 billion, second only to Winter Holidays

at \$602 Billion



With over 650,000 sq. ft. of total manufacturing space, 6 CNC machines and over 30 years of experience, Colony can confidently help with your back to school fixture plans!

Get it done with Colony!



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**Imaginative turn-key solutions**

**Attention to detail**

**Collaborative team environment**

**Total customer satisfaction**

**Get it done with Colony!**