

DISPLAY LOOKBOOK

2023



INSIGNIA™

THE INSIGNIA WAY

Forward looking and nimble, Insignia pushes the boundary for others to follow. We have the expertise to bring beautiful displays to life in-store and we're ready to partner with you anywhere along the journey.

NIMBLE IS THE NEW BIG.

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FROM CONCEPT TO EXECUTION

NO TWO PROJECTS ARE THE SAME

EVERY DELIVERABLE IS UNIQUE TO YOU AND YOUR BRAND.

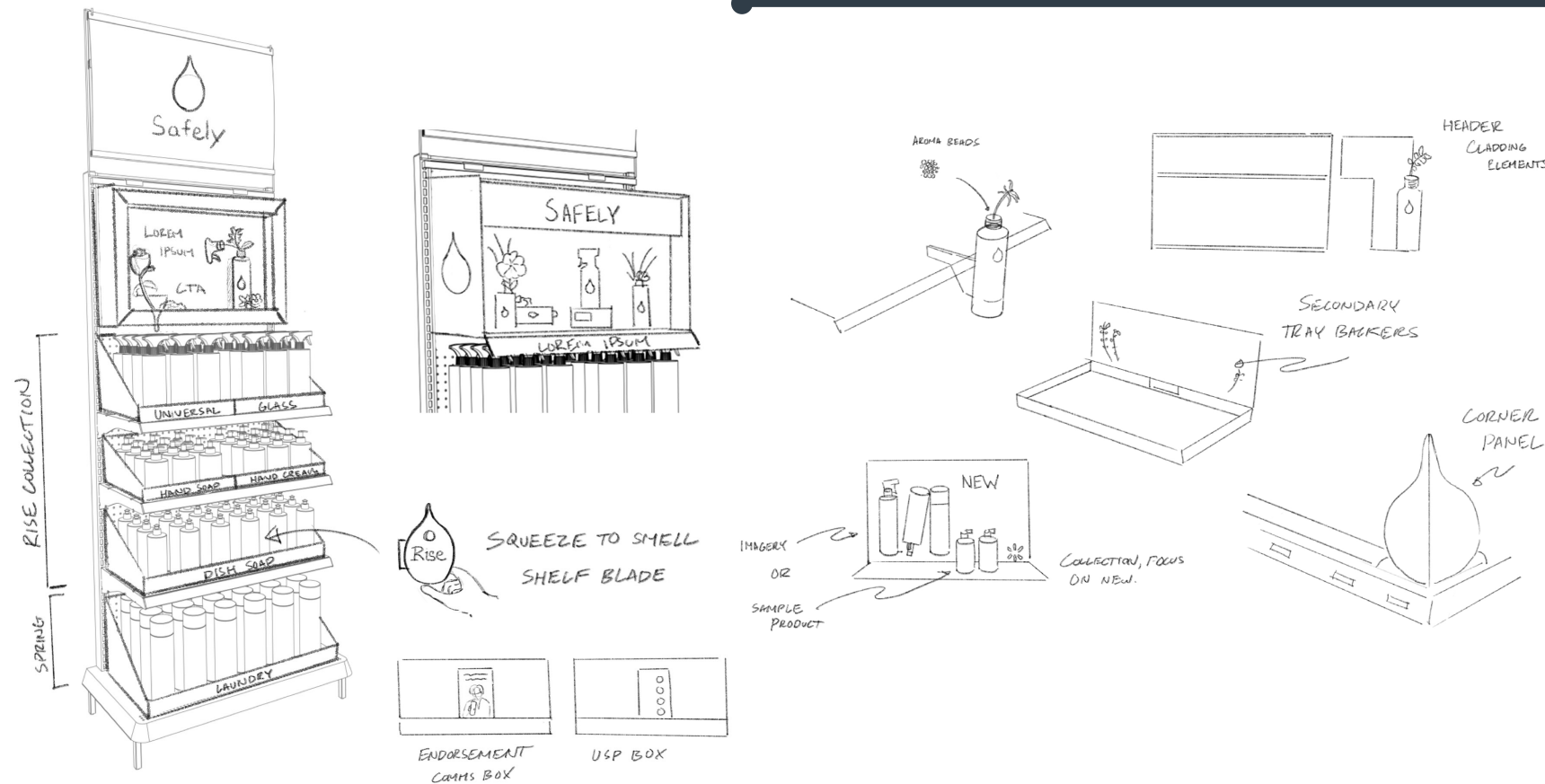
Sell-in? Awarded space? Insignia has your back. We're experts end-to-end and will help make your display stand out in-store.



START TO FINISH

SKETCHES

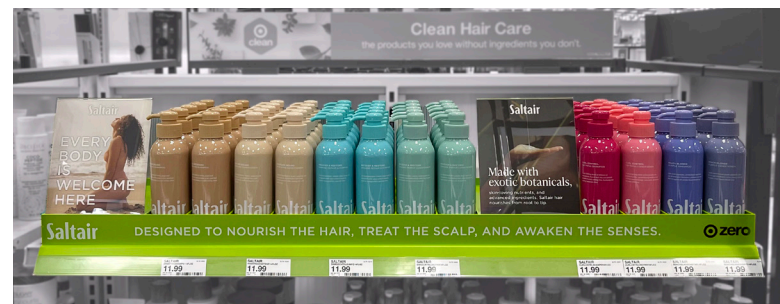
Nothing gets the creativity flowing quite like sketches. We will bring you along on the journey and help refine your vision through iterative sketch concepts.



CONCEPTING

The concepting phase is extremely versatile. Sometimes, this is the final output for sell-in. Other times, this is another step along the journey of refinement. Every time, it is intended to bring your vision to life.





Bringing your brand to life in-store is hard. We get it. It's even harder when you receive a final project that is totally different than the design. Our expert designers think through every detail of a project, ensuring that what you see is what you get.



NO PROJECT IS TOO COMPLEX

There are many ways to execute in-store. We've done them all. We mix creativity and experience to deliver your mission, no matter the complexity.



CLEVER SOLUTIONS

UNIQUE ASSORTMENT?

Any space, big or small,
can be elevated.
We partner with you
to ensure your brand is
thoughtfully showcased.



GROW TOGETHER

SAME BRAND, DIFFERENT RETAILERS

As your brand grows, so will your opportunities. Insignia delivers a new, unique experience in each and every retailer.



MEIJER



CVS



SAM'S CLUB



TARGET



WALMART



WEGMANS

We were privileged to be a part of Quip's initial brand launch into Target in 2019. From there, we worked with them on a diverse assortment of displays at different retailers ranging from Sam's Club, Walmart, Meijer, CVS, and Wegmans. No display space or design is too challenging for the Insignia team.

RETAILER RANGE

FROM DRUG STORES TO DEPARTMENT STORES



WALMART



MEIJER



JCPENNEY



NEXCOM



COSTCO



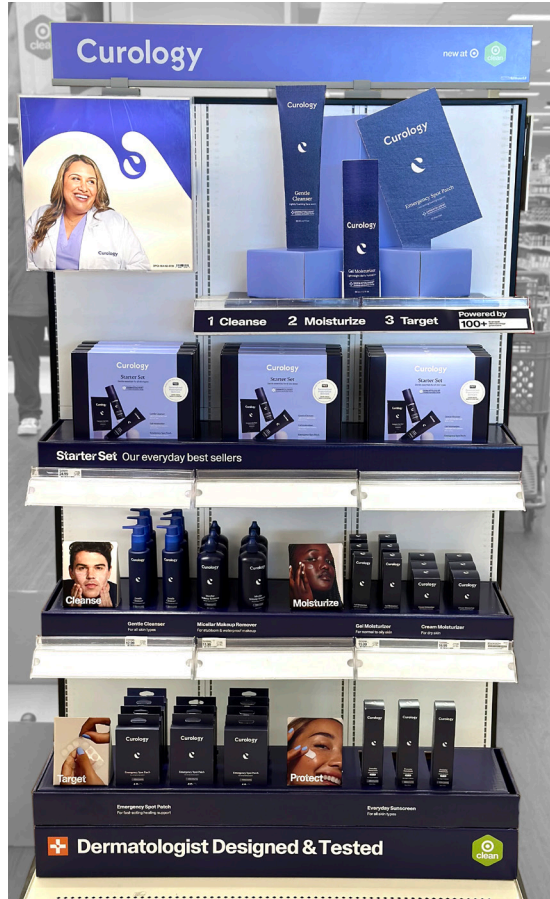
BED, BATH & BEYOND

SOLUTIONS FOR EVERY SPACE



BEAUTY ENDCAP DIVERSITY

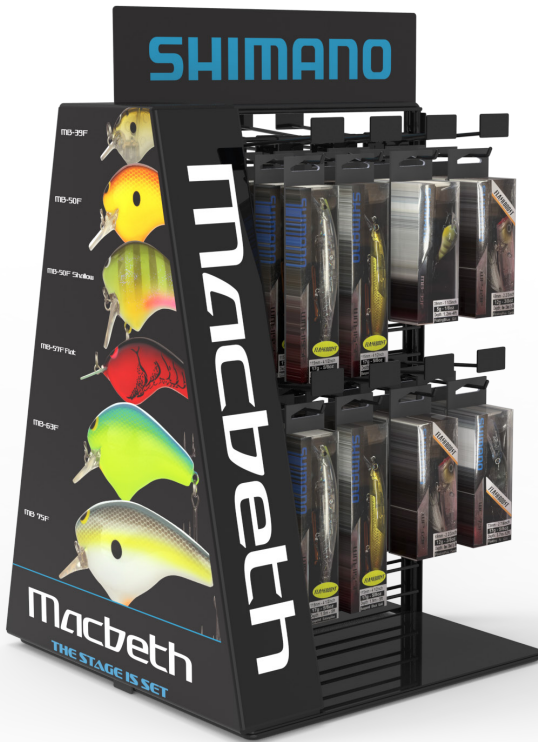
There is nothing better than securing a full chain display. There is nothing worse than needing a solution for every endcap style. This is where Insignia shines, we help you deliver a consistent statement across any format.



ANY LIFECYCLE

PERMANENT. SEMI-PERM. SUSTAINABLE.

When the time comes to invest in your display, we match you to the right materials based on your needs, budget, duration, etc. The sky is the limit.



REINVENTIONS

A SHARPER CATEGORY

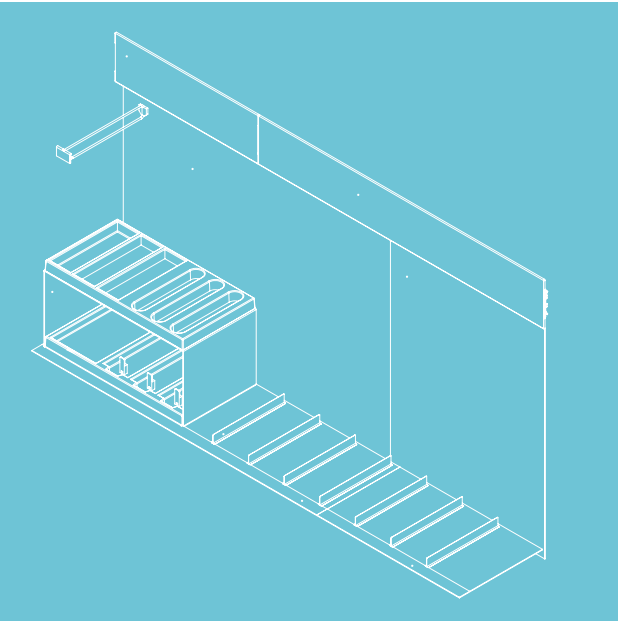
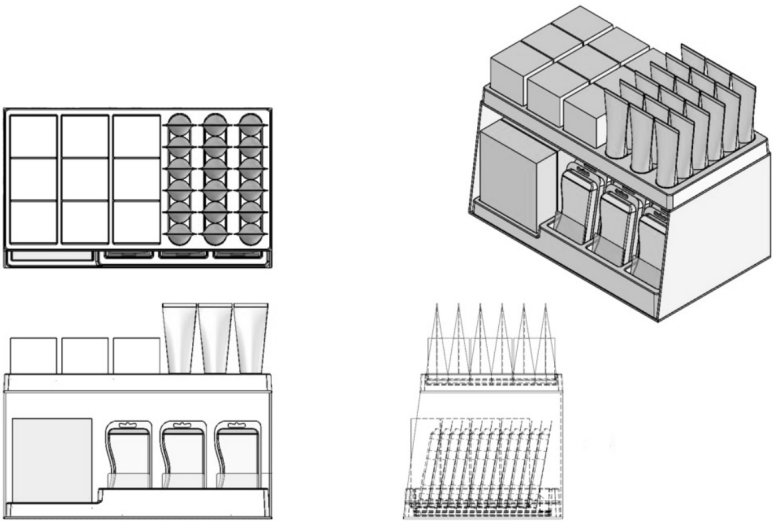
Creating a unique presence within a category can be challenging. Doing so during a category reinvention can be impossible. The biggest brands and retailers trust Insignia to manage the process end to end, ensuring retail consistency and brand uniqueness.



CREATIVE SPACES

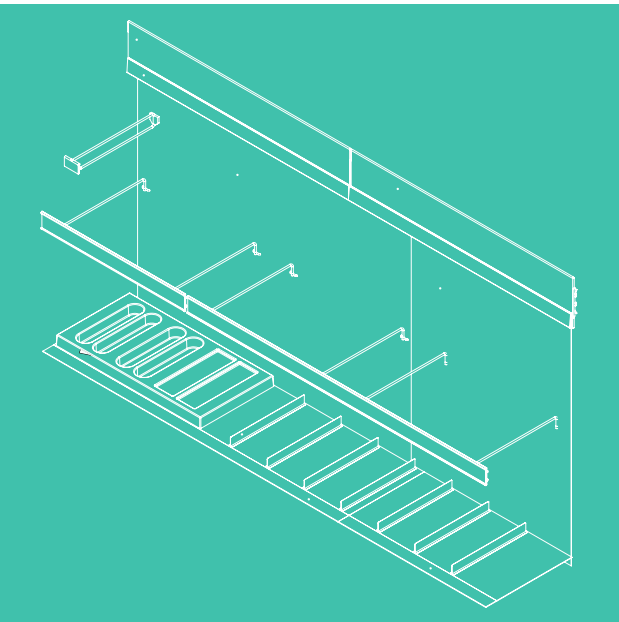
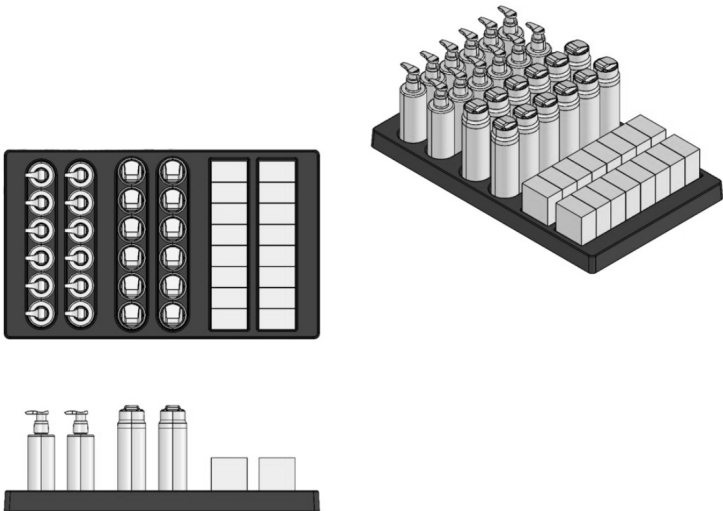
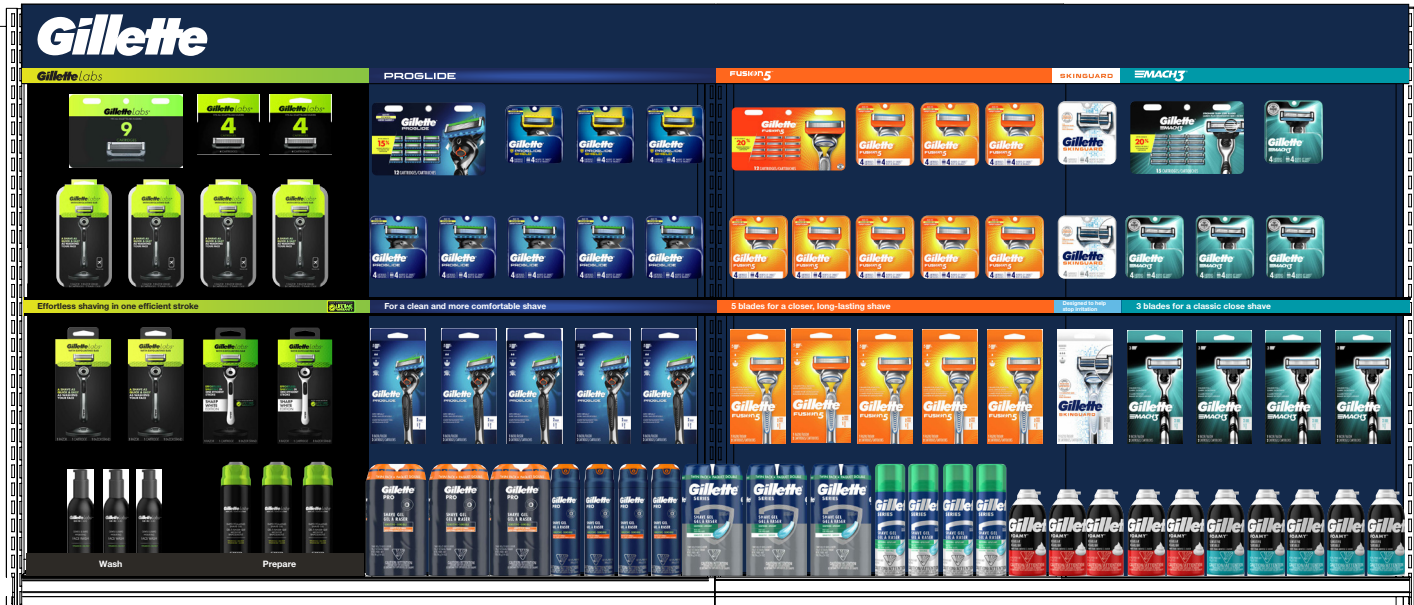
SEPARATE, BUT TOGETHER

Showcasing a broad range of sub-brands can be challenging. We create space for each to shine, while building a cohesive Brand statement



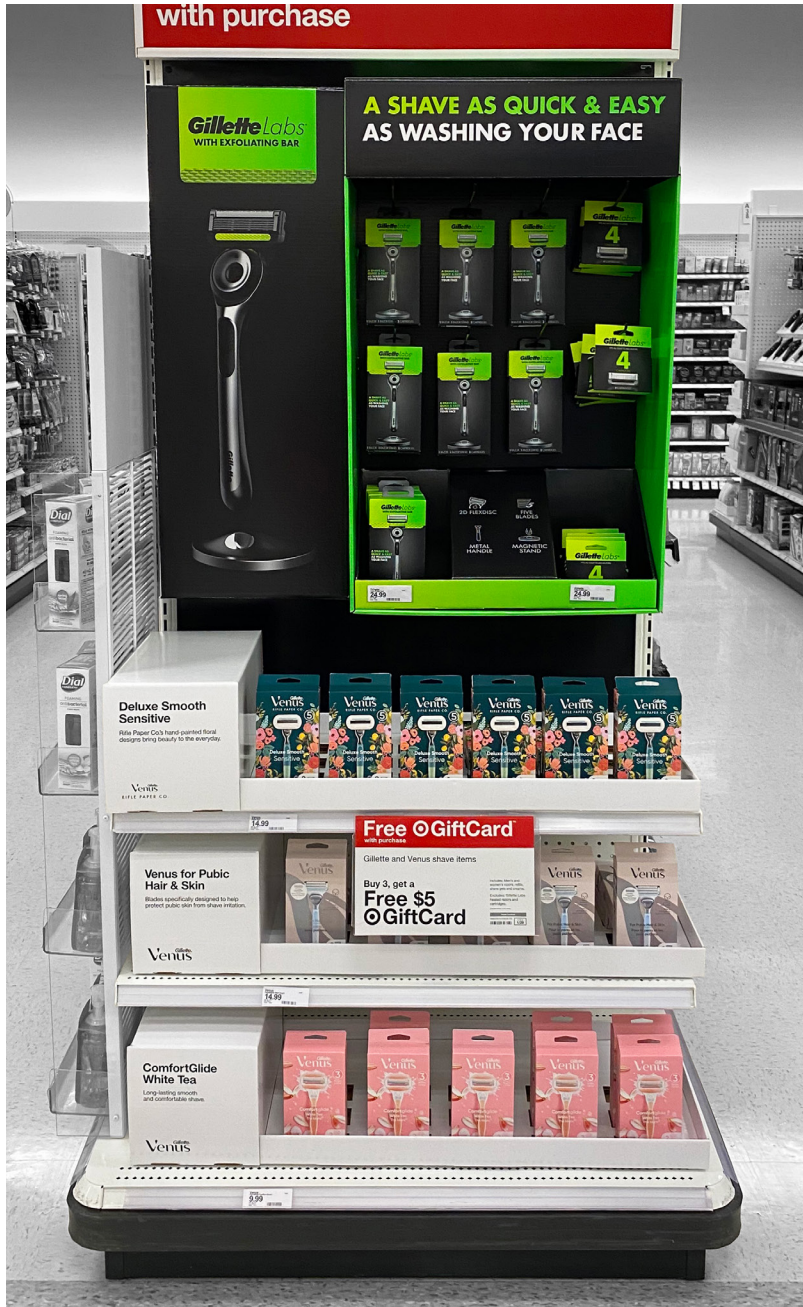
AN EASY EXPERIENCE

Navigating a large set can be challenging. Our experts break down the assortment, build unique navigation and nest it under a clear heading.

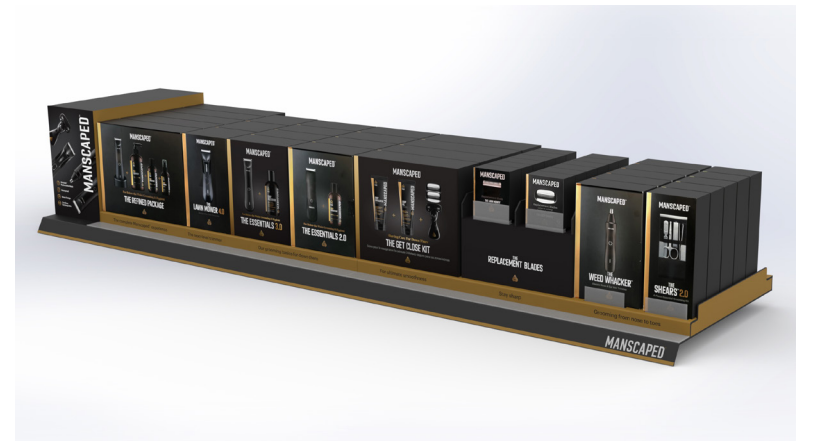


DISPLAY GALLERY











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