

FACILITY-SOURCE
BRANDED SPACES
AN EXHIBITOR SOURCE COMPANY

DOMETIC
Mobile living made easy.



CASE **STUDY**

DOMETIC CASE STUDY



Dometic, a Swedish based manufacturer that designs outdoor mobile living products was looking for a change in their retail displays. Approaching Facility Source for our help, they wanted to reimagine the experience their retail dealers and customers might have. Primarily to bring about product display and point of purchase displays that reinforced the Dometic brand identity, they gave us parameters and products, and we came up with solutions.



THE OPPORTUNITY

Working along with the Dometic team, Facility Source was asked to concept, design, engineer and produce new fixtures and signage to be distributed through their retail dealers. Stores like Camping World, REI and RV Centers nationwide would have these displays drop shipped to their location. The focus of these new designs was to maintain the integrity of the high-end look and feel that Dometic wished to project, but also to make installation easy and quick for the receiving stores.



As we moved along through the process, Facility Source and Dometic discussed and prototyped fixtures and displays, and ranged through different textures and tones to find solutions that fit the program best. Materials were explored to reinforce the “outdoors” aspect of their product. Woodgrains, fieldstone and other materials were brought to the table, but they were also compared with more minimal color tones and graphics to sustain a unified brand voice.



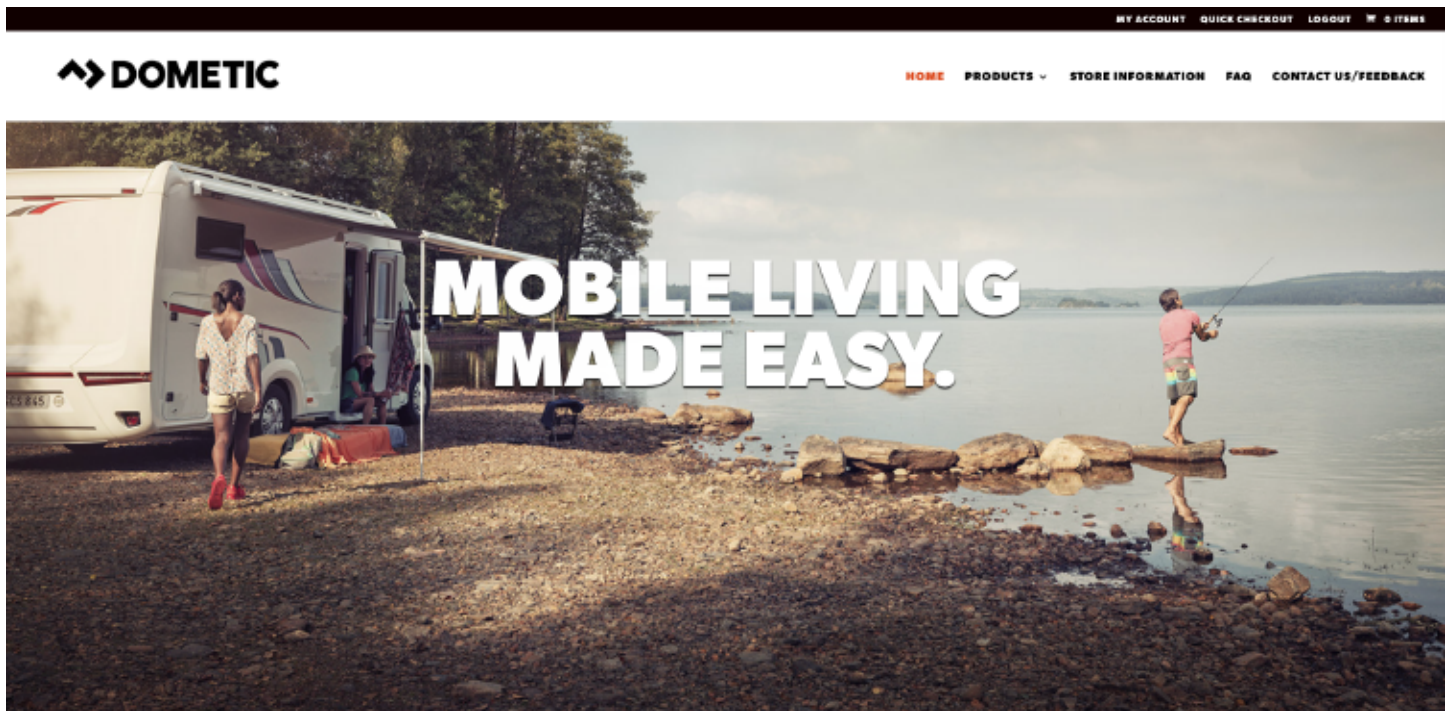
THE SOLUTION

It began as a fulfillment opportunity on a few fixtures, and sparked a flood of ideas. A variety of fixtures were prototyped and fulfilled. Facility Source was able to provide fixtures in a variety of materials and finishes to meet both economic and aesthetic goals. Designs feature clever engineering, excellent material sourcing and quality manufacturing.

Dometic's exceptional brand photography formed a base for the look of most pieces we produced. Dimensional logos and other high-end elements were added to help project a sophisticated look. At the same time, Facility Source found ways to add signage to fixtures that was easily changed so the brand messaging was able to be as fluid as possible.



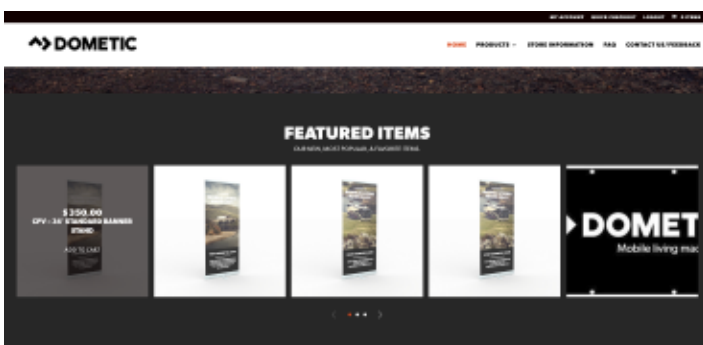
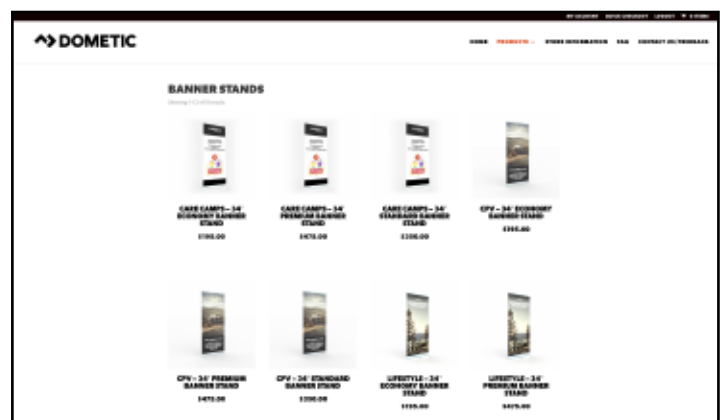
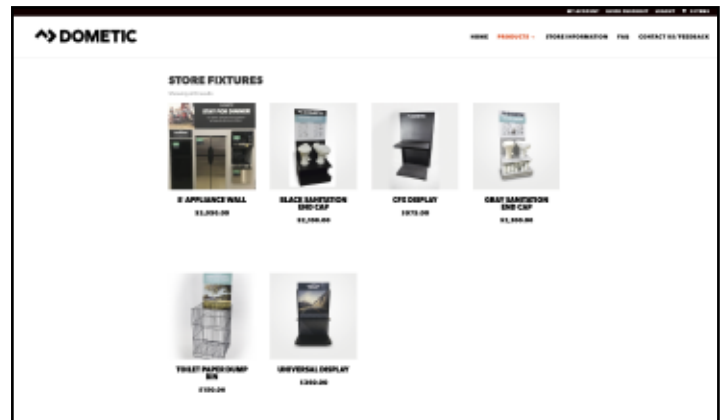
As fixtures are produced, they are able to be shipped directly from Facility Source avoiding the need for additional warehouse space for our client. Shipment was coordinated with Dometic as the product was sent to dealers. This made coordination easier, and helped dealers spend less time shuffling their displays around. Assembly and installation were kept as simple as possible so to avoid the need for installers beyond what store personnel could handle.



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To assist Dometic with providing solutions and support to their dealer network, Facility Source established a controlled website for dealers to log in, review and order marketing materials, fixtures and displays.

Built to mimic popular online retail sites, dealers can easily log in and browse available items. Simply by clicking and adding items to their “cart,” they request materials to be sent. The website automatically submits the request to Dometic so they can work with their dealer for the desired pieces.



THE BENEFIT

The value designs and engineering techniques for Dometic's new concept fixtures were delivered to retailers for simple setup at a more economic cost structure for Dometic. Facility Source further helped establish, and now maintains, a dealer program and web portal for Dometic's dealers to find and acquire the marketing materials and fixtures they need to help grow their business.

Contact us today to see how we can help with your fixtures.

