



LEGGETT & P LATT

Joel Katterhagen

Executive Vice President, Business Development

From your perspective, how are retailers approaching the design of their stores in today's climate?

Retailers are always on the front line of the economy. So they know they need to drive efficiency and value into every aspect of their business. When it comes to fixtures, they need designs that work harder and offer greater flexibility. Today, repurposing is just as important as replacing when it comes to certain design elements. While we're always searching for ways to drive economy and durability into what we produce, we also have to consider that the solutions we offer must be adaptable to changing uses, changing marketing campaigns and changing times. This not only guides our designs but the way we do business.

In what retail sectors are you seeing the most interesting design activity?

In reality, creativity transcends all retail sectors. If I have to cite one, specialty retailing comes to mind. When you're working in a niche market, creativity becomes that much more important. We created a unique system for Performance Bicycle that really encompasses their whole store and the unique buying experience of choosing a bike. It's all about conveying an advantage to the

consumer of buying from a specialty store. But interesting design isn't just about the final creative product, it often relates to how the fixture is made – how we drive greater value and economy into the systems we create.

How has the vendor-client relationship changed in the last five years?

The essentials of any good business relationship remain the same, and begin with trust. But, I think that one way the vendor-client relationship has changed is that retailers expect, and deserve, more from their vendors. The challenges that retailers face in the economy are well documented, and many are trying to compete with fewer internal resources. That means we have to deliver more and participate more in the process. It actually deepens a relationship, and when you become more than just a "vendor," it adds value to how you're perceived and how you see yourself. It makes work much more of a team effort.

What's the one thing you want clients to know in order to foster a successful relationship with their vendors?

Beyond trust, mutual understanding is the key to a successful relationship – really understanding each other's business. We're constantly working

to better know our clients, their objectives, challenges and customers. This can only help us better serve their needs. But it's also essential that they understand our organization and all that we offer. There are so many aspects to our business. For example, as a global company, we've learned that proficiency in logistics is just as important as skill in manufacturing. When clients understand all the resources we possess and all the challenges we face, which are not that different from their own, the end result can only be a more successful relationship.

What product innovations are you most excited about right now?

Most of what we make is custom, so we're constantly innovating. One of the most exciting areas we're exploring is incorporating electronic technology into our fixtures. A lot of this is still under development, but what I can say is that this technology is destined to play a greater role in the fixtures we develop. It brings greater promotional power – excitement – to the shelf, attracting more attention from shoppers. But it also builds in greater flexibility in our fixtures and creates promotional tie-in opportunities with the manufacturers of consumer goods. It's going to be a bright future – figuratively and literally.

“In our business you just can't keep spinning your wheels.”

“That's why we work with Leggett & Platt.”

James Hilyard,
Performance Bicycle
VP of Visual Merchandising

You can't pass the competition if you're standing still. It's an attitude that has made both Performance Bicycle and Leggett # 1 in their industries — and the perfect fit to undertake a major redesign of Performance stores.

PERFORMANCE
BICYCLE



“We set an aggressive timetable,” said Hilyard. “And Leggett delivered for us. From initial renderings and drawings to prototyping and manufacturing in China to on-site delivery in the U.S., Leggett came through on budget and in record time.”

Looking to get your next fixturing project into high gear? Contact us at 847.687.4921 or visit leggettsfg.com



Global manufacturing, design, logistics and installation of fixturing solutions in all materials, including:

- Cashwraps
- Display cubes
- Fitting rooms
- Gondolas
- POP
- Kiosks
- Express racks
- Pedestals
- Platforms
- Perimeter wall systems
- Racks & hardware
- Risers
- Showcases
- Slatwall & slatwall fixtures
- Tables
- Storage & backroom equipment

www.leggettsfg.com



A Fixture In America's Best Stores

© 2011 Leggett & Platt