



Leave the Details to Us.

The Power of Innovation.



ACCHROMA

Challenge

Acchroma has a long-standing relationship with The Genie Company, the category leader for garage door openers at Home Depot. They trust Acchroma to manage the details from end to end and deliver amazing results. Based on numerous earlier successes, Genie charged us with designing a merchandiser that would consolidate Genie and competitor products in a mounted display, creating visual graphics for a boutique area within the category, as well as devising store planograms.

Solution

Acchroma aggregated the parts and signage with a plan of execution for specific doors within the chain at Home Depot to help this category leader create a store within a store environment. We produced signage that presented the products in use, with flip-up bay-door graphics and beam signs on high-impact polystyrene, printed in 4cp + the challenging Home Depot Orange and Gray. The Genie elements presented a “good, better, best” product selection for both screw drive and belt drive units.



We combined visual merchandising with instructional visuals to call out the features and benefits of the various models by brand, and then custom consolidated, palletized and drop shipped signage and supplied products to over 200 different locations within the retailer’s population. Our project managers easily met the challenge of producing for 200 stores with multiple palletizations, fulfilling the first sell-through, delivering saleable goods to the stores and merchandise with a compressed timeline, crafting value-added solutions to problems they hadn’t experienced before in the DIY marketplace. The display featuring a working model of a garage door allows customers to hear the Genie in action and experience its superior performance.

Success

Acchroma achieved 100% executional success through to the retail floor level. Home Depot’s stringent color requirements were easily handled by our color science experts. All stores received their customized offering on time and accurately assorted. We met budgets that were set at the inception of the program, and our detailed on-boarding allowed for a fully vetted client expectation with no hidden cost drivers, allowing us to bill what we had bid. Thanks to Acchroma’s Program & Project Management team, companies like Genie can achieve more retail bang with less headcount.



The Power of Quality.



ACCHROMA

4747 Manufacturing Road
Cleveland, OH 44135
tel: 216.676.9093

www.acchroma.com

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