

Case Study

Workwear Brand Dickies Solves Display Challenges with May Group's CUBEE™

About May Group

Based in Fort Worth, Texas, the May Group has spent the last 75 years building a reputation for developing durable POP displays and eye-catching signs. During that time, they've helped enhance retail spaces, exhibitions, branded environments, architectural presentations, craft breweries, and many more. With over 150 years of collective experience, May Group's designers and engineers skillfully craft signage and displays. They have the expertise to create custom LED signs, striking POP displays, and immersive signage and displays for any size business from simple designs to downright stunning.

Dickie's Company Overview

Over the past 100 years, Dickie's has grown from a small bib overall company in Fort Worth, Texas, to one of the largest workwear manufacturers around the world. Their products are sold in every U.S. state, and they offer a wide variety of durable clothing for men and women. In the 1950s, the company expanded overseas, and Dickie's workwear can be found in Russia, Australia, South Africa, Chile, Japan, and Europe.

Project Overview

Dickie's faced a real challenge when it came to soft goods POP displays for its retailers. Before working with May Group, the company relied on a popular big box furniture store to supply generic non-branded display cubes for retail outlets to use for apparel displays. These ready-to-build cubes would be ordered online, shipped to retailers and assembled on site. However, the company was finding the display cubes were not strong or durable, tricky to assemble, and unstable when stacked together.

In Summer of 2021 Dickies was scheduled to launch a new line of Skateboard apparel that required over 2,000 cubes that would need to be kitted and shipped to over 100 retail outlets across the US. Dickies needed a product that could be quickly and easily assembled onsite by its field representatives and stocked with apparel. They also wanted the cubes to be branded and constructed in a shaker-style with a birchwood finish.

Solution

Dickies came to May Group for a solution that would help them overcome all these challenges and like most brands they needed it fast. With over 150 years of collective experience, they knew May Group's

team had the skills and expertise to create practical, eye-catching, and most importantly budget-minded custom POP solutions.

Action

The May Group designers and engineers set out to create an eye-catching, yet simple POP display that could be engineered and customized to fit a brand's needs. The May Group team developed a custom-made modular cube product that would overcome all the challenges that Dickie's faced.

Results

May Group created CUBE™ to serve as a durable, highly customizable and easily assembled display option for Dickie's. Instead of wood, the team opted to use an expanded PVC material that was strong and lightweight to reduce both manufacturing and shipping costs.

Our team came up with a special friction fit design that required no bolts or tools for assembly and added a way for the cubes to be stacked and remain stable said Kyle Hensley the company's Director of Operations. The wood finish and shaker-style design were accomplished using the company's new Digitech Trufire printer capable of digitally printing HD faux finishes virtually indistinguishable from actual materials.

Operating on an impossible timeline, we were able to manufacture 2,400 individual cubes for their product display needs and shipped them to over 100 different locations said Mackenzie Varrett May Group's Dickies Brand Account Manager. Not only were we able to solve all of Dickies challenges, but also saved them money and time said Jim Hall, who heads up May Groups business development team.



About CUBE™

Fully customizable, CUBE™ is a versatile retail display option for budget-conscious brands. Create your own branded product display with cubes, graphic panels, and display toppers. You can even make it more dynamic by adding an HD video display. If your brand is looking for an affordable, durable, and creative POP display solution, contact us today.

