

The Client

Claire's is an American retailer of accessories, jewelry, and toys targeting tween and teen-aged girls. Along with 2,750 brick & mortar stores worldwide, **Claire's Consumer Products Group (CPG)** has a field team that manages the placement of Claire's products in **more than 40 retailers globally**. Claire's brick and mortar stores were using heavy wooden towers for product display.

The Problem

Claire's CPG had a goal of expanding Claire's presence **from 8,000 to 26,000 retail locations** in four years, and the display towers were critical to the business model.

The display towers are typically replaced in 5-10 stores per year. The towers are shipped on multiple pallets, so shipping costs and lead times were significant. Due to their weight and size, a third-party **white glove service was required to put the assemble the displays, at a cost of \$700.**

However, the towers were too large and heavy for the field teams to assemble by themselves. **Claire's needed a display that anyone could assemble, safely and efficiently.**

"We needed to find a solution, or we wouldn't grow. We knew the npn360 team would dive in and figure out how to solve a problem, rather than saying, "No" if a request was outside the norm.

Bill Zeuch, Senior VP
Claire's Consumer Products Group

The Solution



- The npn360 team teamed with a vendor in Asia and the display was redesigned using a lighter-weight substrate, reducing the weight from **125 pounds to 50 pounds**, and the cost per unit from **\$1,200 to \$500.**
- Instead of shipping multiple display components on pallets, the display towers are **shipped in one piece**, including the tools for installation. Lead times and shipping costs were reduced as well, as the product can be affordably stored in a U.S. distribution center.
- The CPG conducted tests with a wide demographic of field employees to ensure that any member of the field team could easily assemble the display towers. The employees were consistently able to complete the assembly in under an hour... **some in only 30 minutes!**

The Outcome

So far Claire's has sourced 3,500 displays from npn360. There are currently 800 field employees who are responsible for assembling the display towers in retail locations, taking less than an hour.

Multiplying the average hourly salary of the field team members by 3,500 display units, Claire's has saved over \$2 million in labor costs; and revenue increased from \$57 to \$300M and 26k doors in four years.

The new display towers have directly impacted CPG's success and growth!