

# LSI Case Study



## Cold Stone Creamery

LSI was carefully chosen by Cold Stone Creamery, recognized as one of the fastest growing and exciting new retail businesses, to help them reach their aggressive expansion goals by implementing a break through brand identity package involving both graphics and lighting.

LSI Graphic Solutions Plus separated themselves from a list of invited "bidders" by listening to the Cold Stone team tell the challenges faced in the field with Franchisees and limited flexibility with their current system. In short order, LSI designed and prototyped a new design that offered more than what the potential client had asked for. Once chosen as the partner to help them develop their new image, LSI engineered and manufactured a wide variety of image elements that are used throughout the stores. The signature piece is the magnetic and dimensional menuboard system that utilizes high quality printed ice-cream cone and featured ice-cream cake icons. Based upon a wide ranging type of floor plans within the system, LSI developed over 30 different menuboard layouts and sizes creating a logistical challenge that few others could handle. Other graphic elements within the LSI package include custom printed and vacuum formed framed "pre-sell" or "Originals Boards", internally illuminated 2 sided logo medallions for the window, high impact lifestyle graphics mounted on the wall and placed behind glass with stainless stand-offs, custom printed promotional signage and banners including custom designed and in-house manufactured banner stands and sign holders to match the Cold Stone Identity as well as other custom printed and fabricated products used throughout the store.

LSI Retail National Accounts produced the store's interior lighting. Six-inch 42W CFL downlights with a decorative center frosted drop glass provide glare-free ambient lighting

in the dining area. The chrome stand-offs and glass complement similar hardware and glass on the POS wall images, creating a uniform design throughout the store. Bent Lens Wall Wash fixtures, designed to provide vertical and horizontal illumination in one powerful package, create high uniform foot-candle levels on the menu board while providing adequate light levels for the food preparation area.

In addition to providing lighting and graphics products, LSI Graphic Solutions Plus was tasked with updating the hundreds of existing stores to the new image by utilizing their broad program management and installation services division of their company. LSI conducted hundreds of surveys to help Cold Stone identify appropriate graphic requirements and positioning based upon specific store configuration. Then they staged graphics and lighting shipments to coincide with a geographical plan to demo and retro-fit over 350 sites. This work was performed during off hours.

