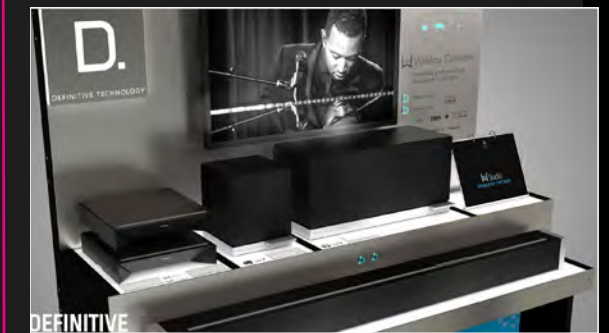


## H.rL RETAIL LABS

- + Brand Immersion Surveys
- + Research & Insights
- + Retail Strategy
- + Communications Design
- + Point of Purchase Displays
- + Pop-Up Shops and Events
- + Store Planning & Design
- + Visual Merchandising
- + Virtual Reality
- + Design Engineering



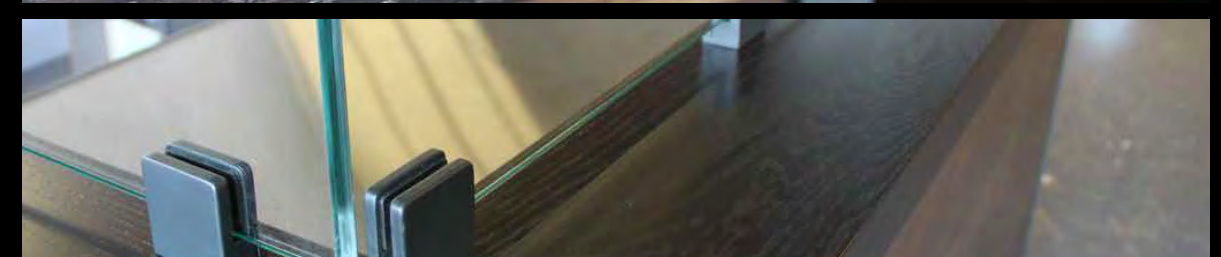


# HARBOR / STARBUCKS | TARGET STORES



**Objective:**  
Premium quality brand experience modularized to  
different store footprint requirements.

- Premium branded experience in a key retail environment, durable, functional, and elegant
- Modular design, built-in flexibility to accommodate wide variety of retail footprints
- 371 store executions scheduled for 2016 - at a rate of 8 stores per week
- Shipped as fully assembled stations resulting in safer, quicker, and easier distribution and installation
- Target Approved Vendor







## Objective:

To redefine Pella brand experience to Lowe's customers.

- Display all 7 of the Pella Windows, 4 patio doors, and 3 entry doors in one consecutive area
- All products are inserts and can easily be changed out to keep updated with current product offering
- Include feature and options graphic area to show why Pella
- Gable roof look with Pella logo's
- Touch screen installed in feature and options area





## Objective:

Provide interactive touch, inspire and play scenarios to invite shopper to customize to their sound preference.

- Stainless Steel display case reflective of brand DNA.
- Push button function allows consumer to listen to each speaker or all speakers at once.
- Best Buy Approved vendor