

Representative Projects: Displays for Chelsea Plank Flooring (2006) (Manufactured directly for Chelsea Plank Flooring, Chelsea, Mi)

Chelsea Plank Flooring contacted Bourne Industries with preliminary designs for a free standing fixture to display samples of their real wood flooring. They wanted three complementary units that could display up to 27 samples and they wanted to be able to ship them ready to assemble (RTA) at their distributorships. They also asked us to supply **graphics boards** that could be installed at the top of each unit.



We worked with the company to assure the proper size for each unit, the best placement of the samples within each unit, and the best angle for viewing. To assure the best strength to weight ratio we designed wire shelves to support the samples.

We had the wire shelves made to our specifications. We also worked with a company that specializes in graphics displays to provide the graphics boards which were formatted as requested by Chelsea Plank Flooring.

Special packaging was developed to ship each of these units in pieces. Triple wall corrugated was used on the exterior and microfoam was placed between all pieces to assure that the surfaces were not scratched during shipment.

A hardware pack was included in each carton containing cam locks to be used for assembly at the destination. Assembly instructions were also enclosed with step by step instructions for constructing the units. Labels were developed for the exteriors of the cartons to inform the recipients of the particular combinations of materials that were enclosed.

We manufactured 250 sets of these units — 750 individual cartons — during the summer of 2006. The picture above shows the completed units with graphics boards in the headquarters offices of Chelsea Plank Flooring. These units are now installed across the United States