



450 Commerce Blvd. Quakertown, PA 18951 • www.milfordei.com • 215.538.2778



OVERVIEW

Milford Enterprises Inc. is a leading designer and manufacturer of custom retail displays, fixtures, and environments. Our customers rely on our innovative design, value engineering, quality construction, and outstanding customer service. Milford's products help to enhance their company exposure and increase sales.

Background

- founded in 1983
- Over 135,000 sq. ft. of manufacturing, operations and sales facilities located in Quakertown, PA

Why choose MEI?

- Cutting edge display and retail design teams located in Pennsylvania.
- Our fully automated and linked, engineering, project management and manufacturing departments allow us to maximize material efficiency and minimize labor expense.
- Dedicated sales and account management teams, committed to customers satisfaction.
- Complete, in house, warehousing, shipping, fulfillment and installation capabilities.
- Unparalleled performance through attention to detail.



For over a decade MEI has been involved with Adopt-A-Highway, participates in quarterly annual blood drives for Miller-Keystone blood center, and organizes donations for our troops.

Company Culture

- 100% customer satisfaction
- Focused on building long-term partnerships with clients
- A stable, dedicated and professional workforce.
- Environmentally aware manufacturing processes, in-house recycling and aggressive VOC systems.
- A corporate commitment to our community.



The Milford Difference



Steve Bubbenmoyer
Shop Lead



Gary Fetterman
CEO



Jeff Adkins
Vice President of Sales



Cheryl Mertz-Barger
Controller

Most companies claim to have great customer service, at Milford it is a requirement of working here. This culture starts at the top with our CEO, Gary Fetterman, and transcends all levels of the organization



Kathleen Kehan
Director of Operations



Sal Gattuso
Account Executive



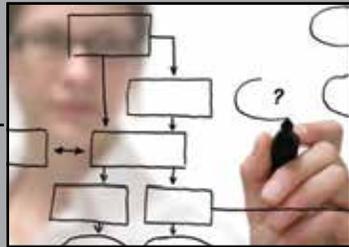
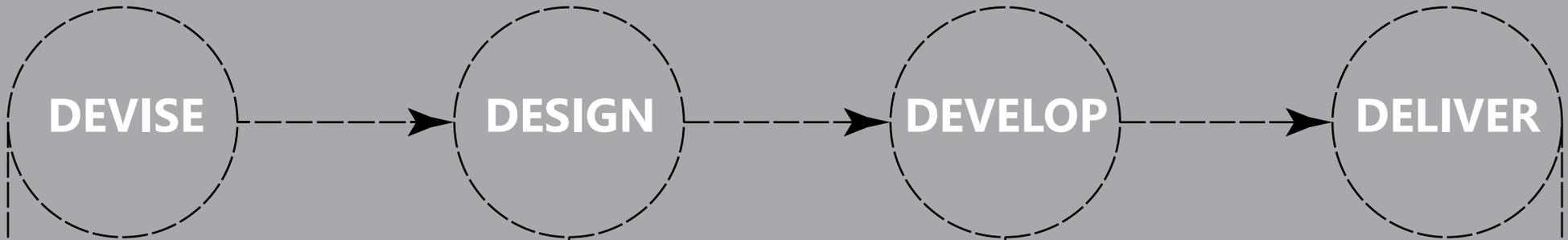
Jessyca Varell
Account Manager



Brian Hillegass
Project Manager



The MEI Process



We discuss the clients unique challenge, brainstorm concepts and formulate a plan.

- account executive
- acquisition process
- initial client meeting
- design request write-up
- define deadlines
- sales team research
- design brainstorming



Our designers model and present the clients with a variety of configurations, offering both form and function.

- 3D modeling software
- realistic renderings
- proficiency in creating conceptual designs
- collaborative client relationship



The design is engineered and manufactured at our in-house facilities.

- value engineering
- manufactured in the USA
- state of the art facility and equipment



MEI's dedicated shipping team coordinates the delivery of your product in a timely manner.

- drop shipments
- installation services
- shrink wrapping and crating
- nationwide shipping



Proudly Manufactured In America



In-House Capabilities



Milford Enterprise Inc., is a one-stop resource for quality construction, design, value engineering, competitive pricing, and unparalleled service.

- Vutek PressVU 200/600 six-color digital press
- 5 point-to-point computerized routers
- Giben Y3000SPT computerized panel saw
- IDM Activa HD edgebander
- Kongsberg XL44 digital cutter
- Lamination
- Metal and acrylic fabrication
- Silk-screening capabilities
- Installers, mechanics, and craftsmen





Clients



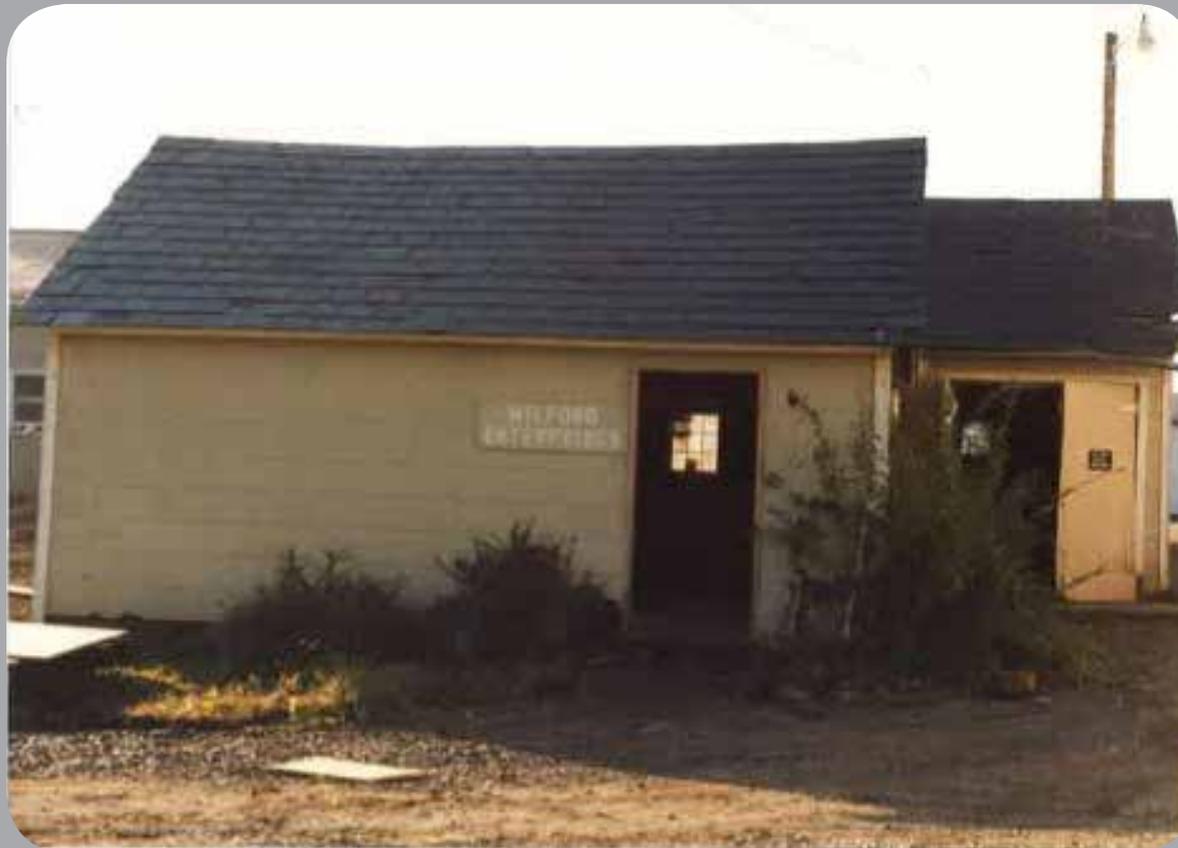


Fixtures and Displays

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“Milford’s market expertise, innovative design approach and their experience in retail execution was critical in the successful launch of the Champion line of toilets.”

- American Standard



Milford Enterprises 1983 - 7,500 Square Feet



Fixtures and Displays





Fixtures and Displays



Challenge

Upon review of a very successful test market program for the Lutron Electronics Lowe's in-line interactive display the challenge was to refine the existing merchandiser with regards to cost and performance with out compromising the integrity of the existing design.

Solution

Milford was able to do this by the use of alternative materials, re-engineering the fastening system, and the utilization of advanced LED Technology. The new display replaced heavy casework with a lighter and easier to handle design, while increasing the intensity and life expectancy of the lighting. The new design resulted in 50% decrease in display weight, which drastically reducing shipping costs. A 10% decrease in display unit cost and an increase in overall aesthetics with the utilization of the LED technology and a decrease in the installation time and shipping damage.

American Standard

Challenge

With an eye towards reducing water usage and working towards clog-free operation, American Standard engineers designed and developed The Champion line of toilets. Milford was asked to create a design to showcase the toilet in an interactive way so consumers could visualize the differences in water usage and flush capacity.

Solution

The result was the Champion Flushing Display. Milford developed a retail based, hygienic, UL approved, flush demonstration display that used a self-contained, fully integrated water source. The unit includes reusable, "flushable media" which provides consumers with the opportunity to test the capabilities of the toilet. The Champion Flushing Station is designed to be operated as a mobile demonstration unit or as a stand-alone retail display.





Retail Environments

"I highly recommend the folks at Milford for dealer fixtures. I have found their team to be extremely responsive to our needs and their turnaround times have been excellent. Their folks have gone above and beyond to help us meet deadlines, address any dealer concerns and meet aggressive launch time lines. They have also been great to work with when designing special fixtures for unique store locations. They follow through on commitments and I have never had a dealer call me to complain about their service. In the last two years, our teams have built out 300 exclusive locations and we are very happy with our service from Milford."

- MetroPCS



Milford Enterprises 1985 - 30,000 Square Feet



Challenge

Milford was tasked with developing an existing customer designed fixture program with cost effective manufacturing, improved quality and ease of installation.

Solution

We accomplished these goals by eliminating the need for multiple electrical outlets in each fixture by providing a light fixture in the wall units that could be connected in series. This improved the overall look and feel of the retail space along with increased room for merchandise display. MEI also pre-wired and pre-assembled their fixtures, drastically decreasing installation time in the field.



Challenge

LifeLine came to Milford with the idea that they wanted an overall brand design for their mobile phone and device repair service. The overall goal was to develop the business into a franchise opportunity.

Solution

MEI's solution to these challenges included the creation of overall fixture program which promoted the LifeLine brand recognition, mobile device repair services and mobile accessory sales. We also developed a second phase of a "Premium" LifeLine experience. This was established with a new premium fixture which highlighted Apple products and larger format computers. MEI's overall design has helped establish LifeLine locations in key markets in order to initiate a complete change in the electronic repair industry.





Retail Environments



Challenge

In 2010, MetroPCS needed a consistent retail design for thousands of retail stores that reflected a professional, effective and eye catching design that would facilitate a positive and interactive customer experience. With over 20 years of successfully working with many major wireless providers, MEI had the vision to lead MetroPCS to an image that would position them ahead of the competition.

Solution

Milford created a new design that was strategically unveiled at the annual wireless convention in an effort to get feedback from the industry. After minor refinements, the design was finalized, mass-produced and offered MetroPCS retailers throughout the entire country. Stores sales were measured month over month from the previous year after retro-fitting with the new fixture design. Stores achieved: 20%-39% increase in gross sales, 42% increase in accessory sales, 25% increase in return customers, and a 60% reduction in employee turnover. By updating the original design to comply with changing technology and market trends MEI has assisted MetroPCS in multiple market roll outs while staying true to the companies original branding.



Showrooms & Exhibits

"Masland has no complaints, MEI has always been very good about responding to our needs. I feel that our partnership is very strong and that there is a very high degree of professionalism and integrity between our two companies We feel like we are very lucky to have such a great bunch of people to work with"

-Masland Carpet



Milford Enterprises 1999 - Construction of New Facility



Showrooms & Exhibits





Challenge

Milford was asked to build out a multi-room showroom for Tague Lumber featuring multiple displays of which the most challenging aspect was to engineer a delivery system to display over 100 full scale doors. Each door must pull out for full visual inspection and automatically return to original display position.

Solution

Given the extreme weight, the top canopy needed to be attached utilizing a number of cable and turnbuckle assemblies. Each door was fastened to an individual barring fastener that ensured a smooth and steady glide path. The canopy was installed with a slight pitch to allow a slow and steady return without utilizing any secondary mechanical devices. By utilizing the structure of the display as the automatic return for the doors, MEI insured the project came within all budget and delivery constraints without compromising the look and functionality of the fixture.

“During my tenure at the Zales Corporation, Milford Enterprises was a great partner to the Piercing Pagoda brand. They provided good service throughout all phases of the project and especially during installation. Milford delivered fixtures complete and on time, which allowed the successful installation of the store in one night, and the opening of the store the following day.”

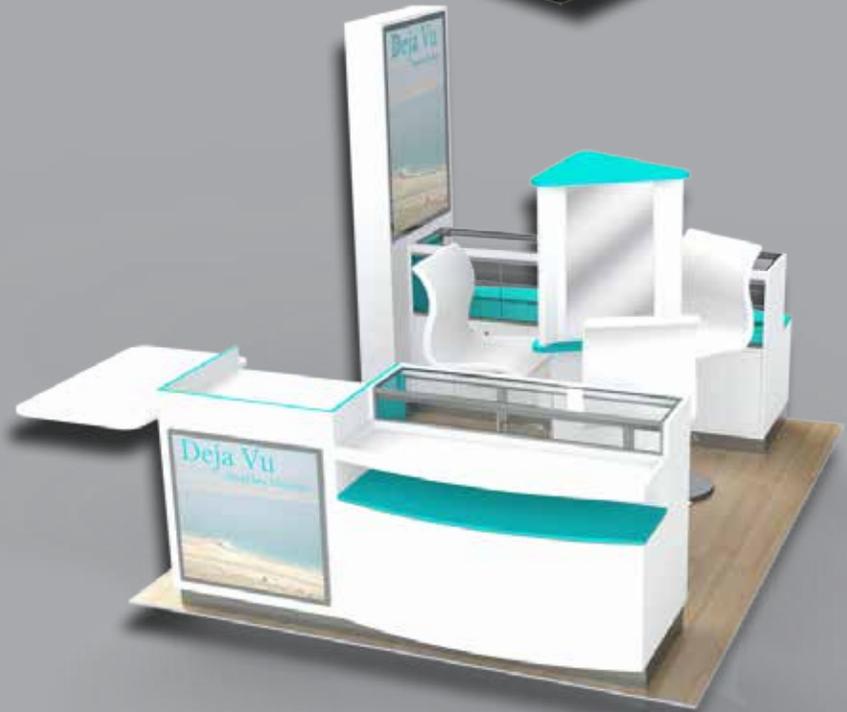
Monica Munoz – Zales Corporation



Milford Enterprises 2015 - 135,000 Square Feet



Kiosks





Challenge

Milford was tasked with developing a jewelry kiosk, which would coincide with the mall design criteria of multiple developers, Piercing Pagoda's operational objectives, and increase the merchandising capacity to increase overall sales.

Solution

Our solution to these challenges included designing a kiosk that adhered to the mall design criteria while still retaining Piercing Pagoda's operational functions. MEI also created a larger showcase merchandising footprint with displays that slide in and out for easy employee access and restocking. A kiosk team was created allowing MEI to become Piercing Pagoda's one source for design, mall approvals, building department permit approvals, manufacturing, and installations. Based upon a new design and increase in merchandise capacity, overall sales increased on an average of 15-20% with the implementation of each new kiosk across the US.

Taxco Sterling Co.

Challenge

Design and manufacture the first Westfield kiosk design for Newark Airport while still maintaining the merchandise presentation and brand for our client Taxco Sterling.

Solution

Milford designed a kiosk that accommodated Taxco's branding, Westfield's ornate superstructure, and Newark Airport's criteria. The kiosk has a stylized superstructure and specific high-end finishes but still remained within Taxco Sterling's budget. This was accomplished by value engineering the kiosk while still preserving the Westfield design. MEI's creative design team was able to incorporate Westfield's new kiosk design with Taxco Sterling's overall merchandise capacity, general operation requirements, visual presentation and proper lighting which enhanced the Jewelry appearance to the customer. An integral part of the design was to insure that the super-structure was structurally sound while installation remained cost effective.





Our quality, service, and attention to detail “crushes” the competition



Sales Kits





PORETTA & ORR INC.

Exhibits. Events. Strategic Marketing.



Challenge

The objective was to develop a single sales kit display that can be used by various companies to showcase their medical products. This display will need to allow the salesperson(s) to fully demonstrate the necessary surgical procedures to the intended customer and be easily transportable to different hospitals, clinical offices, and exhibits.

Solution

MEI's solution to Poretta & Orr's client's needs included developing and engineering a display concept that could be used for a wide range of surgical procedures. Molding the top of the display allowed all products to be presented. Storage inside the displays drawer allowed for the option of swapping various products on/off during demonstrations along with safe packaging during travel. Designed visual elements that both enhance the actual products being presented and visually attract customers with digitally printed acrylics and LED lights for a high-end finished look. We developed a versatile display with consistent design that was used with multiple product lines. MEI's overall concept & design has been a staple for Poretta & Orr's clients sales kit needs and has helped to educate in various medical fields.



Milford
ENTERPRISES