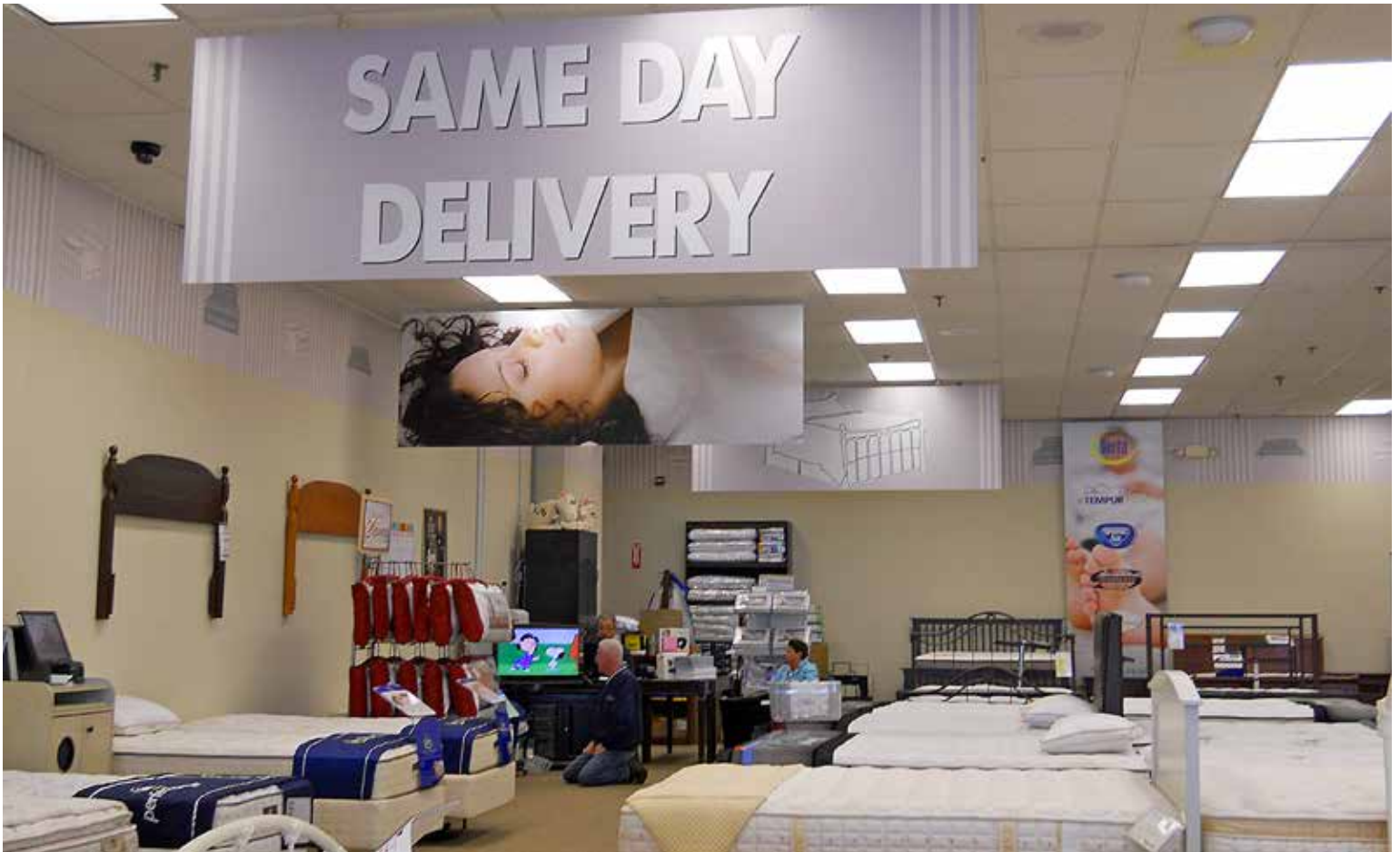


LSI Case Study



CARDI'S FURNITURE

LSI Graphic Solutions *Plus* was recommended by a NY design firm to supply Card's, a full line furniture company with multiple, large format locations in the Northeast, with a décor and graphics package for a new store opening in Braintree, MA. After successfully completing and installing the décor program, Card's approached LSI to develop a décor program for a new enterprise - Card's Mattress Stores. These locations would be small, store front sites that would sell only mattresses and related products.

LSI was challenged to develop a décor program that would integrate disparate mattress supplier POP elements. A sleep themed décor program was coordinated with the implementation of numerous elements, each developed to be scalable based on the idiosyncrasies of each location.

In addition LSI surveyed each location to develop a recommended graphics package layout. Upon review and approval, the décor program was installed by LSI.

Products Used: Custom size hanging signs
Custom back wall signs
Large format wall paper icons
Wall paper borders
Perforated vinyl window graphics

