



Training Materials - HRG Case Study

Injection Molding Company

Situation

A local custom injection molding company located in Pewaukee, Wisconsin was in the midst of preparing their bid on a project to provide fixtures for a complete overhaul of a national big box retailer's cosmetics department, they determined an additional need: complete training materials to help store associates efficiently and effectively assemble and install the new department fixture components.

Challenge

A variety of training materials were needed. The retailer asked the molding company to create a simple, concise, but detailed instruction manual to provide their associates with a visual guide for installation of the fixtures in the new department setup. The customer also requested videos covering the basics of putting a gondola (base) wall together and two shorter videos covering specific equipment assembly. The molding company did not have the capabilities to create these pieces themselves, and a quick turnaround was needed.

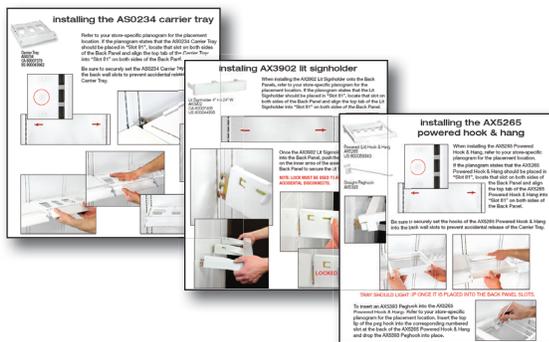


Step by step

HRG took photos of every step in the fixture assembly process to demonstrate how to put the displays together. The photos were used not only in the print manual, but also in the instruction sheets and to create the training videos.

Solution

Comprehensive printed training materials delivered with detailed manual and concise info sheets. Because HRG has its own team of seasoned photographers on staff, as well as graphic designers and copywriters, they were able to provide the molding company a turnkey solution for the instruction manual. The new layout for the cosmetics department was significantly different than the prior design, including new tray fixtures and lighting that required specific setup instructions. Drawing on their retail experience, HRG directed a photo shoot identifying the steps required to setup the fixtures in-store. HRG associates photographed individual fixture images as well as action shots using a human model. The customer also requested instruction sheets for each individual fixture be completed in the same timeframe.



Easy-to-follow instructions

HRG's marketing and graphics teams collaborated to create the instruction manual and ensure it was easy to follow. Images were used throughout to provide a visual reference along with the detailed steps for installation.

Results >



Training Materials - HRG Case Study

Injection Molding Company

Solution continued

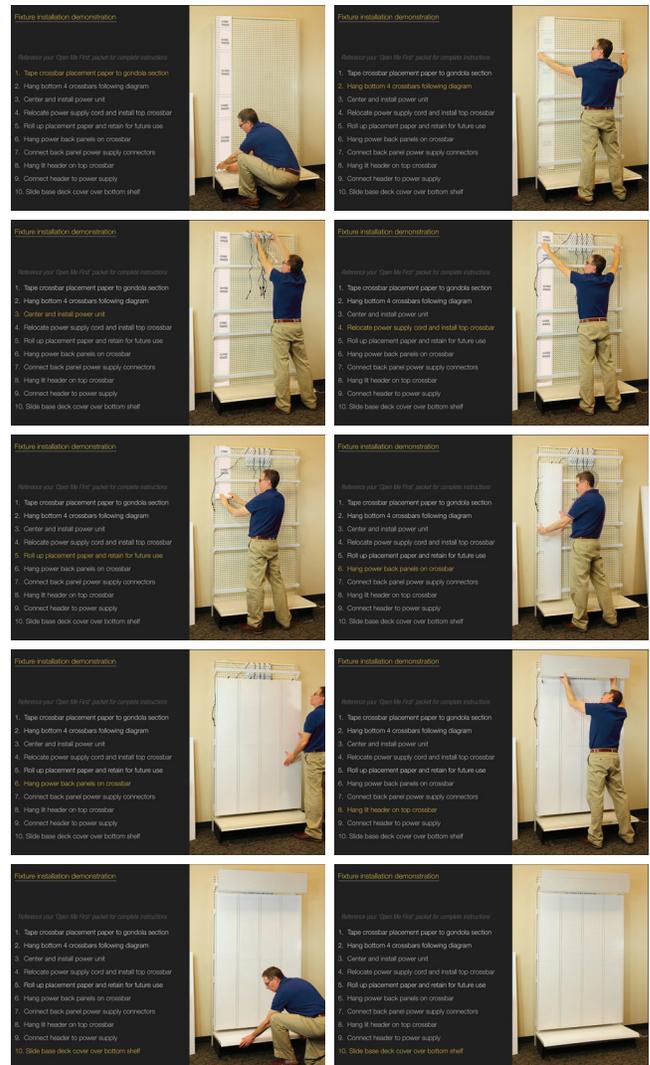
Another way to go is video. HRG's art director and visual assets coordinator led the creation of the 30- and 60-second videos. Again, the customer wanted a concise way to show the setup and installation of the new fixtures in a format that could be viewed on an iPad® in the store. Using still images, HRG completed the 60-second video that demonstrated the basics of putting together the base wall. Two shorter 30-second videos were also created that focused on tray installation and how to install and connect the lighted sign holders.

Results

A turnkey training solution. The instruction manual, info sheets, and videos provided nearly fool-proof setup in the store, saving labor hours and minimizing the time the products are unavailable to consumers. "We had been working with HRG on translating space planning files because we were creating new department fixtures for a customer. Our customer told us they wanted training materials to accompany the new fixtures. We turned to HRG again," said Jeff Kildow. "HRG's versatility and range of services was extremely helpful, and the fact that all of these capabilities are under the same roof was very convenient."

"All of the training materials HRG created look great. Our customer was very pleased with the instruction manual and the videos and we were happy with how streamlined the development process was."

– Jeff Kildow
Business Development Manager
PM Plastics



Gondola assembly and more

The retailer covered all the bases by providing stores the instruction manual, info sheets, and videos, ensuring that store associates would have references that fit their learning style.

RESULTS SUMMARY

The relationship with the molding company started with a request for help translating space planning files as detailed in a separate case study. It quickly evolved into a much broader solution that involved numerous departments at HRG, delivering services that weren't typical for the marketing company. The opportunity for HRG to flex their experience and expertise beyond usual expectations was a welcome exercise that can be utilized for other clients across the retail supply chain in need of operations support.