



RETAIL DISPLAY DESIGN/ENGINEERING

Human-Centered Design. Built for Impact.

Built on Partnership. Driven by Design.

20+

YEARS EXPERIENCE

500+

DISPLAY DEPLOYED

100+

RETAIL PARTNERS

100%

RETAIL-FOCUSED



01 — WHY SHARKSKIN DESIGN

**Built for
Impact.**

Sharkskin Design

Sharkskin Design is a retail point-of-purchase (POP) design and engineering studio that helps brands turn store shelves, floors, and endcaps into powerful selling tools. We create custom retail displays, shop-in-shop environments, and merchandising systems — from first sketch through structural engineering, prototyping, and full-scale production — for categories including beverage, candy and snacks, general merchandise, health and beauty, and retail store environments.

Our website exists to showcase this work and make it easy for brand managers, retail marketing teams, and procurement leads to explore real case studies, understand our process, and start a new display project. Visitors can browse the design gallery, review project specs and outcomes, and submit a project brief directly through the site.

Sharkskin Design is built by a team of industrial designers, structural engineers, and retail merchandising specialists with decades of combined experience delivering display programs for national and regional retailers. We are obsessed with displays that look great on day one and keep performing on the sales floor long after installation.

WHAT WE DELIVER

Design with Purpose. Built for Performance. Delivered with Precision



Behavior-driven design

We translate real shopper behavior into retail experiences that engage and convert.



Clarity at every touchpoint

From graphics to structure, your brand shows up bold, cohesive, and unmistakable.



Innovation grounded in reality

We blend creativity and engineering to deliver ideas that actually get built--and perform.



Consistency at scale

From one store to nationwide rollout, execution, repeatable, and reliable.

Full-Service Retail Design & Engineering

**Concept Development**

Sketches, Gray-Scale Rendering, Full-Color Renderings

Concept + CAD + Rendering

**Production**

Scalable manufacturing with rigorous QC, Arrylic, metal corrugate, wood -- we work every material.

100 -- 100,000 units

**Engineering**

Structural analysis, material optimization, and production-ready technical drawings build for manufacturability.

CAD + FEA + BDM

**Fulfillment**

Flat-pack shipping, kitting, and direct-to-store distribution, display arrive retail-ready

Direct - To - Store Logistics

**Prototyping**

Prototype to validate fit, form, and function before committing to full production tooling.

Tested, Refined, and Production - Ready

**Performance**

Designed to perform in real-world retail environments—balancing shopper engagement, durability, replenishment, and operational efficiency..

ROI Drives Optimization



03 PROCESS

The Build Sequence

Six precision phases. From napkin sketch to national rollout—engineered for speed, built for scale.

01 Discovery

We map your retail strategy, brand identity, and merchandising goals to define the structural brief.

02 Concept

Rapid ideation with sketches and 3D explorations. Multiple directions, one clear winner.

03 Engineering

Detailed CAD, structural analysis, and material selection optimized for cost and performance.

04 Prototype

Full-scale prototype built, tested, and refined before production commitment.

05 Production

Manufacturing at scale with rigorous quality control. Every unit retail-ready.

06 Deploy

Flat-pack shipping, kitting, and direct-to-store fulfillment with installation guides.



04 — SELECTED WORK

Retail Solutions.

Built Across Categories.

Every retail challenge is different. From permanent fixtures and shop-in-shop environments to promotional displays and merchandising systems, we create solutions designed to attract attention, strengthen brand presence, and perform at retail.

The following examples represent a cross-section of our work across industries, retailers, and manufacturing platforms.



PERMANENT RETAIL FIXTURES

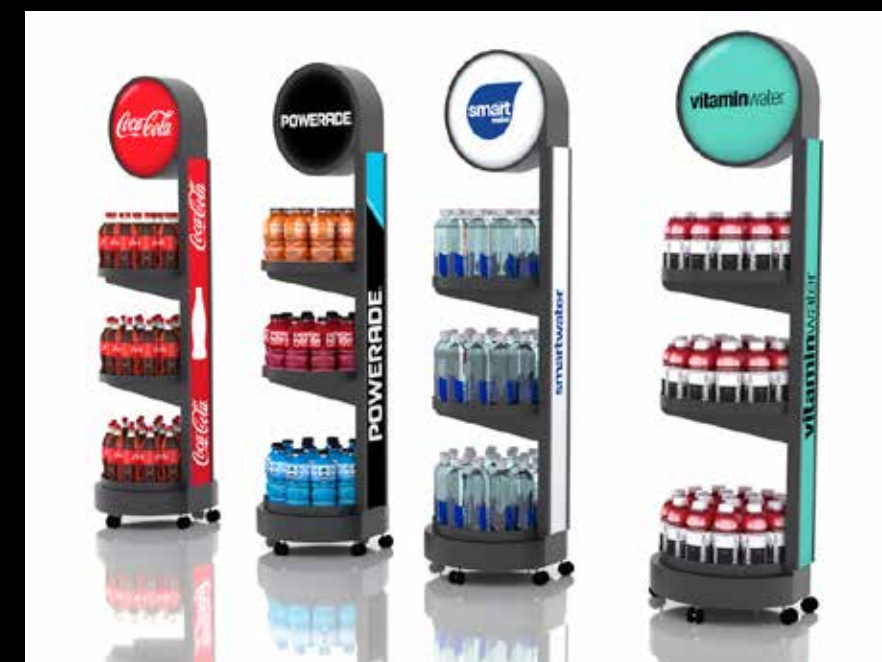
Built for Long-Term Performance

Designed to Perform

Durable retail fixture solutions developed to support merchandising goals while maintaining brand consistency across locations.

Includes

- Category Fixtures
- Destination Displays
- Interactive Experiences
- Premium Retail Environments
- Custom Fixture Programs



PROMOTIONAL & SEASONAL DISPLAYS

Designed to Stop the Shopper.

High-impact displays engineered to maximize visibility, speed deployment, and support promotional initiatives at retail.

Examples Include

- Endcap displays
- Power-wing programs
- Floor displays
- Seasonal activations
- New product launches





MERCHANDISING SYSTEMS

Smarter Merchandising

Strong Brand Presence.

Display systems designed to organize product, optimize inventory presentation, and improve the shopper experience.

Examples Include

- Modular display systems
- Shelf merchandising solutions
- Product organizers
- Retail fixture extensions
- Cross-merchandising displays



SHOP-IN-SHOP EXPERIENCES

Creating Destinations within Retail.

Immersive branded environments designed to elevate the customer experience and strengthen shopper engagement.

Includes

- Store-Within-a-Store Concepts
- Consumer Electronics
- Health & Beauty
- Beverage Programs
- Specialty Retail



Let's Build What's Next.

Every project follows a proven path—transforming ideas into retail-ready solutions through design, engineering, prototyping, manufacturing, and deployment..

Design. Engineering. Prototype. Production. Deploy.





Let's Build **What's Next.**

Whether you're developing a new retail concept, refreshing an existing program, or preparing for a national rollout, SharkSkin Design brings together strategy, design, engineering, and execution to transform ideas into retail experiences that perform.

Retail-Focused. Engineering-Driven. Built for Impact.

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