

**SPECIAL INTRODUCTORY OFFER!**

Mention this brochure with your  
first purchase order and receive one  
display design and prototype

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CUSTOM RETAIL MERCHANDISING SOLUTIONS

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**DIFFERENT  
BY DESIGN**



**SPECIAL  
INTRODUCTORY  
OFFER INSIDE!**



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**THANK YOU**

# DIFFERENT BY DESIGN

Because we want  
YOU to *stand out*  
in the marketplace.

# THE DICON DIFFERENCE

**Our sole reason for being  
is to *create* retail impact  
and *drive* volume for YOU.**

## COMPANY OVERVIEW

Founded in 1984, Dicon is a first-class full service provider. From concept design to prototype, through product engineering and manufacturing to logistics and inventory, our highly skilled and experienced teams will take your retail display project all the way to completion and shipment throughout North America.

# DIFFERENT GUARANTEED

**Our guaranteed quality,  
budget and delivery help  
keep YOU *worry-free*.**

## COMPANY PROMISE

With the personalized service of a family run business, Dicon will deliver your job on time and without trying your patience or budget. In fact, we guarantee on-time and on-budget delivery in addition to guaranteed quality. Join an international roster of brand name clients including those who have relied on Dicon for over 30 years.



# DIFFERENT APPROACH

**Our seamless *service* ensures everything **YOU** need when **YOU** need it.**

## CREATIVE DEVELOPMENT

Put the latest technology into the hands of designers with over 30 years experience and you get solutions that not only meet expectations, they beat them. Expert application of CAD, LightWave 3D modelling, SolidWorks engineering and prototyping in all materials enables creative vision and structural design that far exceed industry norms.



## BRAND DEVELOPMENT

As upwards of 75% of purchasing decisions are made at the point of sale, Dicon develops comprehensive in-store merchandising strategies to maximize visibility, together with tools to peak profits and sales. Our solutions-based approach optimizes every pivotal point: brand objectives, consumer impact and the executional needs of the retailer.

## PROJECT MANAGEMENT

Dicon's long-term experience with major retailers means product programs are developed to meet the needs of your retail partners. We take care of all logistics, compliance and implementation to make sure on-site construction and installations execute according to plan. It's full service from start to finish.

## INVENTORY AND FREIGHT

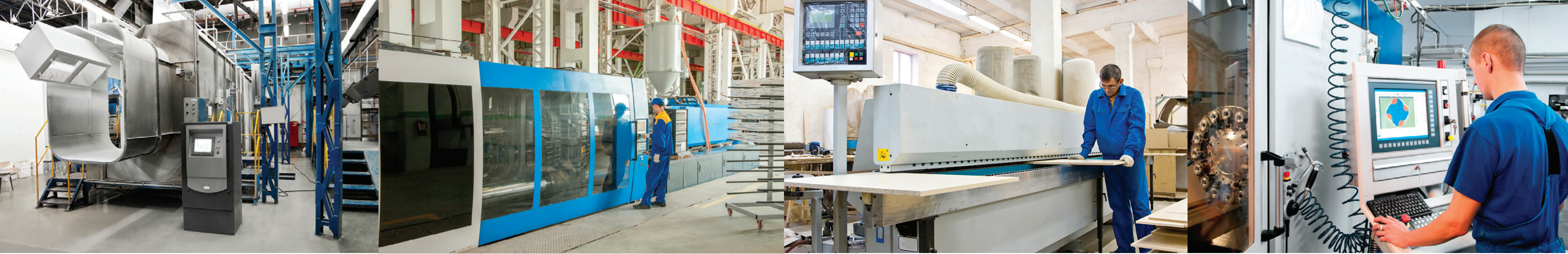
Dicon freight management allows you to reduce overall inventory and forecast your annual budget without second guessing freight charges. Inventory reports can be provided weekly or bi-weekly, permitting maintenance of inventory with no out-of-stock risk. Reports include weekly/monthly consumption, year-to-date usage and more.

## SHIPPING AND LOGISTICS

Including deliveries consolidated with product, Dicon makes sure you get what is needed, where it is needed and when it is needed with LTL and FTL shipping anywhere in North America. We also offer a full suite of logistics services to keep everything on track: order processing, order tracking, weekly shipping reports, custom pick, check and packing, waybills, and address labels. Additionally, to ensure your products continue to be displayed and displayed properly, we offer on-site installation and retail follow-up.

## WAREHOUSING

Dicon can always ensure your displays are given the proper care and handling they require within our climate controlled warehousing facilities. Full scale tracking and documentation of distribution patterns also allow you to eliminate surplus inventory and create cost-effective purchasing for your company.



# DIFFERENT ALL THE WAY

We work with a wide variety of substrates and in all manufacturing processes to suit YOUR project needs.

## MANUFACTURING

Covering all manufacturing processes in all materials, our factories are fully integrated with the latest technologies to meet every challenge you send our way. Dicon exercises control over all elements of the manufacturing process so as to guarantee not only quality, but on-budget and on-time delivery.

## WIRE AND SHEET METAL

The many moods of metal create deep, expressive environments at retail. For over 30 years, Dicon has delivered the combination of manufacturing processes and engineering expertise that delivers high quality wire and sheet metal displays.

## PLASTICS

Plastics let the mind run free from all the limitations of other POP. Dicon uses this freedom to create irresistible forms that stand out from everything else.

## VACUUM FORMING

Vacuum forming enables Dicon to stretch and mold plastic for the creation of original retail displays in virtually any required strength and dimension.

## EXTRUSION

For fabricating in both plastic and aluminum, Dicon utilizes the die-cast extrusion process to create custom displays with fixed cross-sectional features.

## MILLWORK

25,000 square feet of integrated woodworking space with the capability to work in every type of wood gives Dicon the means to produce unique POP and fixtures in natural material.



Our longevity is linked to the *success* of our clients.

# DIFFERENT ATTITUDE

## THE LEADERSHIP TEAM

### HOWARD HOGG, PRESIDENT

With over two decades in the retail display business, Howard has kept clients happy through his expertise in production, project management and sales. He is a second generation Diconer and took over as President and sole proprietor from his father, the company founder, in 2007. Today, Howard keeps Dicon at the head of the pack through innovation and an extraordinarily high level of customer service. It is this attitude towards service that sets Dicon apart.

### VAN TOMLINSON, DIRECTOR OF CREATIVE SERVICES

Van began the creative process in high school. He then studied fine arts at Lakehead University, graduating with a BA. When the digital wave hit, he earned his Graphic Arts Degree from the Academy of Design and Merchandising. Van's vast experience includes graphic designer, illustrator, and multi-media producer, followed by his 20-year career at Dicon as an Industrial Designer, Art Director and now Director of Creative Services.

### EMMA JONES, PRODUCTION COORDINATOR

Emma is a highly professional production coordinator with many years experience in the production and designing of marketing displays. She has been a valuable member of the Dicon team since 2015.

### PARTNERSHIPS

Dicon has developed a network of strategic partnerships which allows us to provide our customers with a wide range of business and creative services in the following areas: Marketing, Sales Strategy, Consumer Research, Retail Intelligence, and Photography.

# DIFFERENT IN EVERY WAY

What we've done for others, we can do *differently* for YOU.



## MARS BRANDS

Mars was looking to partner with Empire Theatres for the grand opening of a new theatre in Dieppe, New Brunswick. Space was allocated to test 2 new projects.

The first project was a 5' x 5' bulk candy tube dispenser with bright branding for M&M. Primarily self serve, product was to be bulk-dispensed in cups with 5 flavour SKUs and single price point. The display had to be lockable, easy to clean and function flawlessly.

This unit was extremely well received by the public and got glowing comments from senior management: "The unit is so eye catching, it's one of the first things you see as you enter the building!"

The second project was a lockable roll-top cabinet to hold shelf cases as well as peg-bagged product. The countertop unit was designed to fit in beautifully with the stainless steel and wood decor of the theatre's lobby.



## DIOR EVENT DISPLAY

Dior was planning the full introduction of J'adore in Hudson's Bay and Sears stores. Their first project was to be a counter display, a gloss white solid acrylic with gold mirror product table. Classic Dior photography was supplied.

The second project was a giant 6' J'adore bottle facsimile. The bottle was to look luxurious and be preferably 3D but as economical as possible, not to mention durable. In fact, each bottle had to have its own packaging so that it could be repacked and shipped many times over for similar events at other stores.

We addressed this tall order by vacuum-forming bottle halves and then gluing them together for full 3D appearance. The client was absolutely delighted and the launch a huge success.

We also met project demands for posters, printed banners and stands.

# ENDLESS SOLUTIONS





