



KIDS WALL

Keen asked TCG to construct a Kids Wall that would be fun, organic and similar to their SIS Program also previously designed and produced by TCG. The TCG design and engineering team used repurposed materials such as scrap wood, CRS metal and reused climbing rope to create key elements within the wall. Additional components were added with graphics and pops of color highlighting Keen's branding story.

Our production team then completed prototypes which allowed Keen to test the functionality of the wall and accessories. This also allowed TCG to refine engineering for final offshore production.

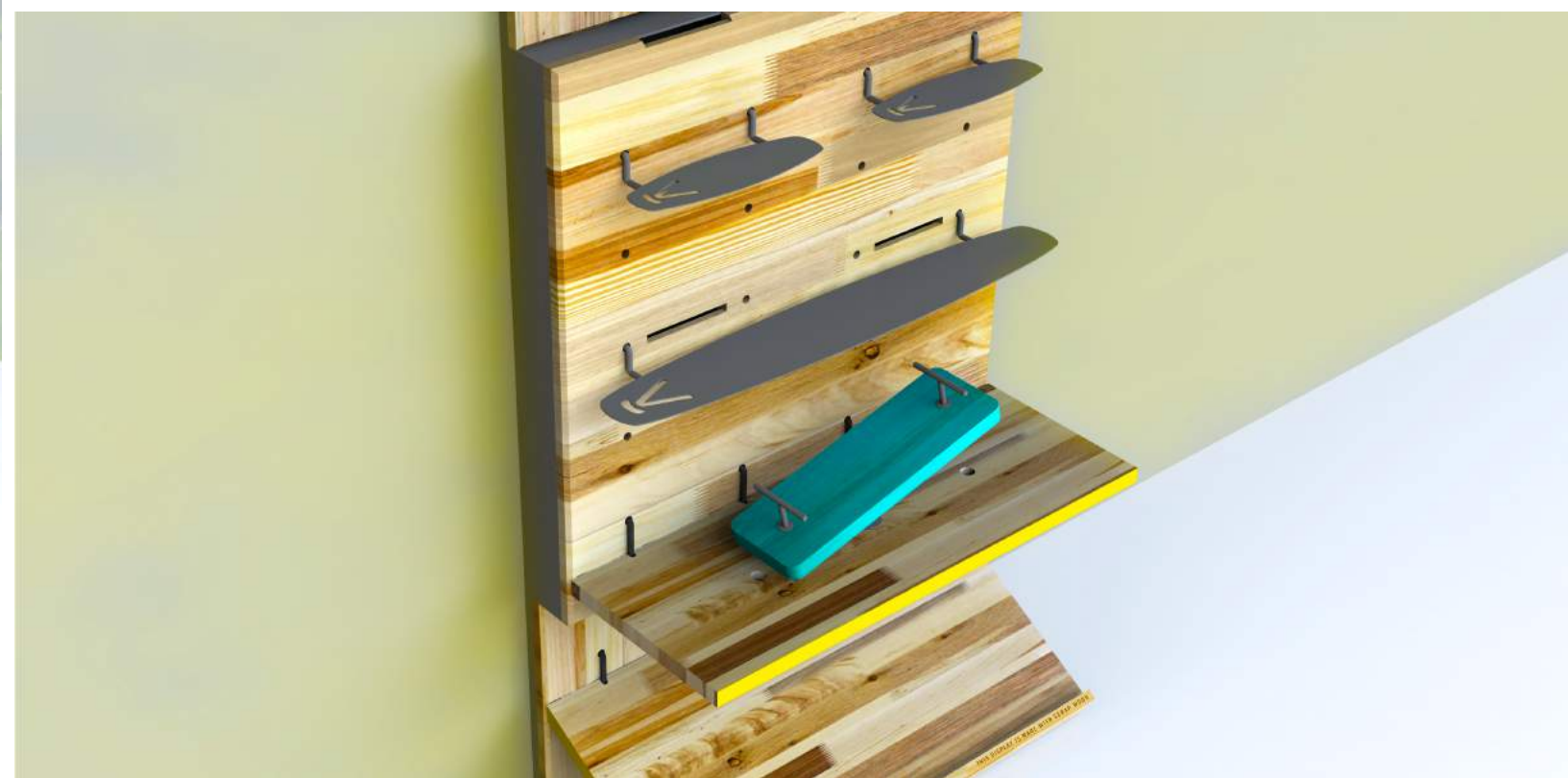
Housed in TCG's new DC, the finished inventory was loaded into "OnTrack™" TCG's proprietary online Inventory Management System which allows Keen sales reps to place orders, track shipments, and gather custom reports.





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- 1 INTERPRETATION
- 2 DESIGN DEVELOPMENT
- EXECUTION





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INTERPRETATION
DESIGN DEVELOPMENT
3 EXECUTION

