

ROLLOUTS

Challenge – CTL’s customer, who specializes in retail fixture design and installations, had a new project that involved an advertising agency hired by a large foreign auto maker. The agency launched a program to put large displays in US dealerships that highlighted the automaker’s high-performance vehicles.

CTL Solution – The project required meticulous coordination to showcase the new displays at specific date and time thorough out the US. Working closely with the installer and the advertising agency, the displays were shipped from Germany in large crates packed 8 units to a 40’ container.

When crates arrived at the Port of Savannah, they were distributed throughout the US and stored until installation day. CTL coordinated with the customer’s installation team at the various dealership locations to launch the displays according to the advertising agency’s plan.

