

# Gabe's

## CUSTOM SIGN CART



### ABOUT GABE'S

Gabe's is a **leading off-price retailer** offering top brands and more for less. Since opening more than 60 years ago, Gabe's has focused on being the destination for the very best deals on everything you need, with up to 70% savings off department store prices.

### THE PROJECT

Gabe's reached out to the IRSG team to help design a custom product that would allow them to **safely store their marketing signage** in their backroom and **easily transport** it to the sales floor as needed. The cart needed to accommodate a substantial volume of signage in various shapes and sizes, while ensuring durability and ease of use.

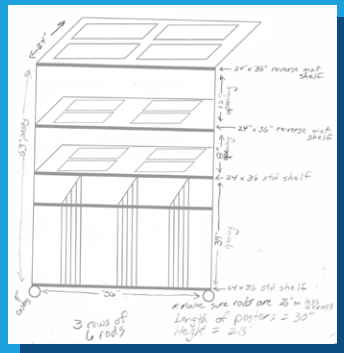
### THE PLANNING

IRSG collaborated with Gabe's to develop a **custom sign cart** tailored to their specific needs. A detailed sketch was created using the provided dimensions to guarantee a secure and precise fit for their signage. The production team then utilized this design to construct an official prototype that met all of their functional and structural requirements.

### THE SOLUTION

To evaluate the effectiveness of the carts, Gabe's placed a test order for one of their stores to confirm that it met all of their needs and that their signage would fit. After the success of the test store, Gabe's moved forward with ordering the carts for all of their new store locations. The custom sign cart **increases their efficiency** by allowing them to easily store and transport the signage, while **reducing labor costs and additional expenses** from damaged signage.

SKETCH



DESIGN



CREATE



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### CLIENT FEEDBACK

*"Thank you for creating a solution for our signage needs! We had a need for organizing sign kits and easier store execution. IRSG designed a custom cart based off our sign dimensions to meet our needs and organize our sign kits. The stores are now able to sort the sign kits and wheel the cart around the store to execute the signage. All signs are organized and centralized. **Great time saver** and organization for the stores!"*

- Kristy Roule / Gabe's Senior Manager  
DSD Operations & Procurement Operations

### CONTINUED PARTNERSHIP

In addition to the custom sign cart, IRSG is proud to supply Gabe's with a variety of **inventory transport and processing solutions**, including;

- Hanger Collection Racks
- Work Tables
- Sign Carts
- Rolling Racks
- Fitting Room Racks
- In-Store Transfer Racks
- Nesting Transporters
- And More!

### FIND YOUR SOLUTION

IRSG offers 200+ unique, flexible, and durable solutions. They work directly with customers to understand their business and develop custom products that will meet their unique needs. **Connect with our team** to see how we can optimize your inventory processing!

### ADDITIONAL PRODUCTS

WORK TABLES



TRANSFER RACKS



TRANSPORTERS



AND MUCH MORE!