



Case Study

Starbucks



“I’m really happy and pleased with the final product received from Total Displays. The quality of Twist product and the final graphics produced will really make Starbucks stand out at our forthcoming events.”

*Steve Young,
Starbucks*

Project Breakdown

Client: Starbucks

Location: UK

Managed by: Simon Perkins & Gary Maycock

Totally Refreshing for Starbucks

In October 2011 Total Displays were approached by Starbucks and their design agency to provide a display solution for the various exhibitions and corporate events that they attend throughout the year.

The first Starbucks Cafe opened in 1971 in Seattle’s historic Pike Place Market. From just a narrow shop front, Starbucks offered some of the world’s finest fresh-roasted whole bean coffees. Today, Starbucks is the premier roaster and retailer of speciality coffee in the world with millions of customers throughout the world purchasing coffee products from any of the 17,000 stores in 50 countries.

Starbucks have traditionally used large scale exhibition stands that required a design and build company to assemble. This solution was very expensive and not flexible enough for every event throughout the year.

Total Displays advised that a bespoke Twist Banner Stand would be a much better solution. This solution would be lightweight, easily transportable (it can fit into a car), and can be assembled by one person (who can be a trained member of Starbucks staff). Total Displays designed the layout of the stand and liaised directly with Starbucks’ design agency, providing detailed specifications for the required artwork.

Total Displays also provided three fully branded Standex Counters, complementing the Twist Banners System perfectly.

Steve Young, National Account Manager for Starbucks commented “I’m really happy and pleased with the final product received from Total Displays. The quality of Twist product and the final graphics produced will really make Starbucks stand out at our forthcoming events.”



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