



**IDENTIFY** – Universal identifies the market opportunities and diagnoses the situation by aligning your strategy with marketing insights.

**RECOMMEND** – A dedicated business unit partners with you to propose a specific recommendation based on your strategic direction. Our team works collaboratively with you to refine the merchandising strategy and establish an execution plan.

**DESIGN & ENGINEER** – Universal’s seasoned, in-house designers create original concepts or develop ideas from established specifications. Engineering teams identify the best materials and determine the most cost efficient processes.

**PROTOTYPE** – The concept becomes reality as the approved design is converted into a full-scale functional prototype, which is evaluated for ease of execution and merchandising effectiveness.

**PRODUCE** – We manufacture in the USA, China & Taiwan. With more than 25 years of Asian manufacturing experience, Universal has a strategic competitive advantage.

**DISTRIBUTE** – We are fully versed in all aspects of logistics, resulting in a supply chain with global shipping capabilities and efficient, on-time delivery standards.

CASE STUDY: REFRESH

REFRESH was designed, engineered and manufactured for Frito-Lay by Universal with the objective of delivering a cost-effective solution while creating innovation by allowing in-store excitement and brand awareness to be “REFRESHed”.

Understanding our customer’s seasonal, occasion-based marketing programs and operational challenges, Universal’s insights led to a cost-effective, fastener-free design solution with large capacity to gain the maximum placements. This solution utilizes low-cost corrugated thematic kits to REFRESH Frito-Lay’s in-store brand presence for each season and/or calendar event. The permanent solution increases Frito-Lay’s return on investment by providing relevant, “REFRESHing” marketing materials that ensure its lifespan.

REFRESH is an all-encompassing design that wins at execution, wins for the retailer, and wins for Frito-Lay’s brands and in-market strategies. It provides a simple-to-execute, incremental in-store media space with the capacity to evolve with Frito-Lay’s campaigns.



We are committed to our customers’ success by delivering innovative, customized merchandising solutions through our fully-integrated process.

We produce cost effective solutions that engage shoppers, stimulate purchases and maximize product placement, while offering the simplest execution.

What’s outside the box? Universal.

UNIVERSAL’S CMS PROCESS

Universal develops a Customized Merchandising Solution Process for each customer. We align your merchandising strategy against current marketing insights, market research and our institutional knowledge. Our process enables us to deliver all phases of your merchandising projects:

WWW.UDFC.COM

AT-A-GLANCE

WHO WE ARE

Universal, established in 1962, is a global, custom designer and manufacturer of semi-permanent and permanent merchandising displays and retail environment solutions. Headquartered in Lewisville, TX, with operations in China and Taiwan, Universal has been recognized for its award winning design expertise, talented and experienced team, and longevity of customer relationships.

WHAT WE DO

We partner with our customers to design unique, innovative merchandising solutions that build brand awareness, attract shoppers’ attention and deliver winning results at retail.

INDUSTRIES SERVED

- Food & Beverage
- Automotive
- Sporting Goods
- Grocery
- Flooring
- Convenience Stores
- Apparel
- Specialty Retailers
- Personal & Health Care
- Manufacturers & Suppliers
- Household Products

TESTIMONIAL

“The ultimate partnership. Universal flexes their business model in response to our fast paced, changing business needs to deliver great innovative solutions. Their success comes from understanding our retail environments, brands and business constraints to generate the insights to create impactful designs. The quality of their design work is unmatched in the industry. Truly a strategic partner!”

Denis Gibney, Director, Merchandising Center of Excellence, Frito-Lay

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What’s OUTSIDE the Box?

