



The Kids Dentist on Port Washington Rd. in Mequon.

BUSINESS SPOTLIGHT: RETAILWORKS CREATING BUSINESS MAKEOVERS THAT GET RESULTS

Tucked into an industrial/business park on Mequon's southwest side is one of the City's best-kept secrets. With addresses along Industrial Dr., Executive Dr., Enterprise Dr. and Baehr Rd., you will find an area packed with dozens of diverse companies. This rich collection of businesses provides a wide mix of products and services, generates substantial tax dollars for the City, and also provides thousands of workers with jobs.

Some of these companies are easily recognized by name: Rockwell Automation, Servpro, Ecker Envelope, Mullaly Furniture Finishing & Repair, and Johnson Level & Tool. Others include landscape and software development companies, engineering/design firms, food manufacturing/processing plants, and more.



Among this fascinating blend of businesses is Retailworks, Inc., an award-winning branding, design and consulting firm that specializes in retail, corporate and hospitality spaces. Retailworks offers comprehensive commercial interior design services from minor facelifts to full makeovers. They can assist with interior and exterior design, custom fixtures, furnishings, lighting, signage and decorative accessories.

But what makes Retailworks unique is the way the company combines branding and design principles with environmental psychology and consumer behavior to increase traffic, sales and repeat business. Their work spans the U.S. and Canada, and some of their local (Mequon-Thiensville) clients include Outpost Natural Foods, The Kids Dentist, Thiensville Village Hall, Mequon Nature Preserve, and the former Olive Fine Organic Living.

According to Thiensville Administrator Dianne Robertson, "Retailworks provided invaluable assistance to make our remodeling project at Village Hall a success."

Retailworks President Lyn Falk, who is also a registered interior designer, explains the company's philosophy. "A well-executed corporate brand is vital to the success of any business. We love the challenge of creating a cohesive marketing strategy that starts with the brand and doesn't stop until it has seamlessly incorporated everything from store design to social media," she explains.

Falk further explains that smart merchants want their merchandise to pop! So Retailworks provides custom props, eye-catching window displays and decorative accessories that add a wow-factor to retail environments. "Our display artists create attention-getting focal points and interactive displays that engage consumers and drive sales," she says. For example, Retailworks creates seasonal displays that save their clients time and get them quickly decked out for the season. "With our Seasonal Display Program, we ship beautiful displays ready for install, five times a year. Props include seasonal window clings, interior banners, table runners, table props and risers," Falk explains.

Among their most notable – and favorite – projects are conference room redesigns. "We love conference rooms," says Falk. "They are the heart and soul of a business. It's where decisions are made, achievements are celebrated and new clients are impressed. So we make sure this space leaves an outstanding and memorable first impression on anyone who visits."

Retailworks also believes in energizing communities and supporting local businesses everywhere by improving and growing their main streets. The company helps create bustling downtowns that provide engaging and interactive experiences for visitors and locals alike. Improving signage, storefronts, window displays and streetscape

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amenities all increase street energy and vibrancy, and thereby positively impact traffic, sales and repeat visits.

A new "Up Your Alleys" program turns dark alleys into upbeat active corridors filled with beauty and charm. And their team also works to bring life to vacant storefronts, filling them with visuals that draw attention, promote local businesses and help lease the space.

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"Seeing my clients enjoy increased sales as a result of our work is one of the favorite parts of my job," says Falk. "And we love working in the Mequon business/research park. Our landlord is fabulous, the property is well kept, and the area is safe," she notes. "And there is plenty of production space for our display artists. Plus, we have ample parking and are conveniently located near restaurants and retail shops," she adds. (A separate design studio is located at 205 W. Highland Ave. in Milwaukee.)

Retailworks is changing the customer experience to build relationships and power up sales with spaces that engage and inspire the customer.

**Retailworks, Inc. • 6000 W. Executive Dr., Mequon
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Outpost Natural Foods on Mequon Road in Mequon.