

# Case Study /

Buffalo Wild Wings

**Process** How we support customer growth



OUR  
PROMISE

WE CRAFT DECOR  
BALANCING DESIGN,  
AND VALUE TO SUPPORT  
UNIQUE BRAND IMAGES  
FOR OUR CUSTOMERS.



# PACKAGES FUNCTION RT THE S OF

WAY TO FOREVER WINGS ARE FOR



84



## Rely on Plymold /

As a manufacturer of furniture, we have a unique ability to design, build and help our customers protect their brand image while achieving their development goals. Working directly with our customer's design, development & sourcing teams we facilitate the creation and installation of a décor package that balances design, function, durability & value.



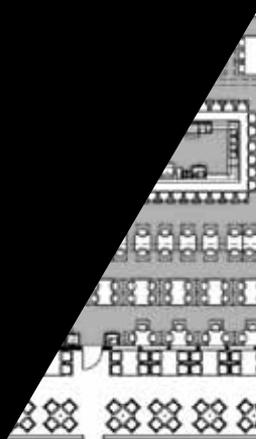


## Case Study / Buffalo Wild Wings

Beer and wings. What's not to love? We're honored to be a preferred furniture partner for the amazing crew at Buffalo Wild Wings! Always inspired by the energy they bring to the dining room, they are a restaurant franchise that stands out.

Working with BWW since 2010, they knew they could rely on us to get the job done. We've already had the privilege of helping them outfit over 200 locations (and counting) and we were ready for this new challenge.

We assigned a dedicated customer support team to ensure the team at Buffalo Wild Wings had their questions immediately answered and their project made a top priority.



# Concept

*First impressions matter.*

As their current supplier, BWW relied on us once more to see if the refresh concept their team dreamed up was possible. They presented a comprehensive plan complete with products they were interested in & 3D renderings of their concept.

# Forecast

*Open on-time, every time.*

To ensure smooth store openings & remodels, we established an understanding of their requirements and schedule to set the stage for our discussions. Gathering this information allowed us to create a furniture package driven by BWW exact needs.

# Product

*Design matters, but function is essential.*

Our initial design review with the BWW team presented an opportunity to suggest ways to improve the durability of the table tops, lower the price of booths while enhancing wear, and strengthen the chair & barstool package to increase performance.



*Rendering provided by Buffalo Wild Wings.*

## Design Review /

First impressions matter and we work with your design team to ensure our execution of your brand experience performs in the manner you would expect while maintaining the integrity of your original concept.





## Budget

*Experience saves you money.*

After gaining a thorough understanding of their design, we reviewed their budget targets to identify areas for improvement. We presented several budget friendly recommendations including alternate fabric and vinyl options. Our suggestions maintained the original design intent while providing substantial savings.

## Test

*Failure is not an option.*

We test every product we sell to ANSI-BIFMA standards and procured a sample of the BWW specified chair for testing. It failed. In a commercial setting the cost of a similar failure could have been catastrophic. Our New Product Development team set out to find a product that would match the design intent and pass our testing. Upon approval of the new recommendation, a short run was manufactured for the first restaurant to carry the new generation furniture package. Feedback was gathered from this trial store and further modifications were made to reduce wear and tear caused by studded jean pockets. The final revised design is now included in all standard furniture packages and is performing well.

## Validate Components /

Everyone needs someone to look out for them and we take pride in doing it for our customers. By establishing a stringent set of quality standards we take the steps necessary to protect your investment and your image.



## Network

*It's true. Who you know matters.*

The BWW Design Team had a vision for a custom table top complete with brand graphics printed direct onto the table top. Our Supply Chain Team reached out to our network of reliable vendors and was able to source a digitally printed, custom laminate capable of withstanding abuse to apply to their selected table top style. The final product has become an important part of the branding in all BWW stores.

# 2

# Function

*Study the life cycle.*

A black metal table edge raised 1/8" over the table surface was the originally specified design. Taking into account our knowledge of BWW standard practice of putting chairs and stools on top of the tables each night to facilitate easier cleaning, we raised concern that the edge would not withstand the abuse. We suggested our exclusive Dur-A-Edge® table top as an alternative. It provided the look of the black edge while being extremely resilient at a lower price point.

# Custom

*Imagine the possibilities.*

Occasionally a design component is not readily available and only lives on paper. In these instances our clients rely on our ability to produce a fully customized product. BWW required two fully custom products. A rectangular tube metal barstool and a locker style waiting bench were both engineered and brought to life with the help of our New Product Development team.

# Value

*Leverage our experience.*

We build restaurant furniture everyday. A simple modification can often reduce costs while not changing the overall design aesthetic. BWW originally conceived their booths on a non-standard base. After discussing their needs, we altered our standard booth base slightly to allow for more efficient manufacturing while meeting their needs. The final product resulted in significant savings for BWW.



## Value Engineer /

Imagine the possibilities. Customers have relied on our expertise in creating complete furniture packages for decades. Our experience has saved customers time and money and even resulted in the creation of exclusive custom products.



# 3



## Sample

*Seeing is believing.*

3D renderings are often made available to determine if the product vision meets the design intent before a sample is ever made. This process can be repeated many times to ensure that the product is exactly what the customer desires before it is manufactured resulting in significant cost savings. Sometimes a physical sample is just better and we are happy to provide them to get your project right. BWW saw three design changes to their wood chair before the product all stores would receive was decided upon.

## Schedule

*Plan for success.*

To ensure smooth openings we worked with BWW to establish a coordinated process to ensure the right products were shipped to the right locations at the right times. They had an aggressive new store/remodel plan and discussing this in advance allowed us to maximize our capacity & scheduling to ensure their orders always ship on-time. This even involved setting up a dedicated work cell on our plant floor exclusively for the creation of BWW product.

## Project Execution /

What matters to you, matters to us. We set-up dedicated chain teams invested in ensuring your success. From working with you to serve up your ultimate vision to assisting you down the road with replacements, we work to deliver an impressive level of support.



## Support

*Do whatever it takes.*

We provide consolidated shipments to BWW to help facilitate on-time openings and reduce risks for error. With any first installation of a new furniture package, our Division Sales Director likes to attend to verify the product installs correctly and meets expectations. Had anything arose our dedicated, in-house BWW support team was on standby ready to respond. This team handles all BWW store openings and remodels so they are extremely knowledgeable about the products and account specifics. This same team supports the account by attending franchisee conferences and business meetings and takes pleasure in building personal relationships with you.



## Service

*Make it simple.*

We pride ourselves of ensuring worry-free openings. From site measures to installation our dedicated field service team is available to simplify your restaurant opening.

Our installation team ensures products are properly assembled, installed and anchored to minimize the risk of product failure which can lead to costly downtime. Because we know wear & tear happens, we even offer on-site reupholstery work to help keep your dining room looking fresh.

## Growth

*Consistency pays off.*

Every interaction with your brand matters. You expect the customer experience in India to be the same as in Chicago and you need reliable partnerships to execute your vision consistently. We appreciate the important role your dining room plays in building your brand. It's why we have global partners standing by ready to take our design specifications and apply them to the creation of your products overseas. This exclusive service minimizes transit costs and maximizes your chance for success.

## Franchise

*Your growth. Supported.*

Developing production specifications for your furniture package ensures consistency in your dining experience and supports your growth strategy. To aid brands in communicating their "approved" furniture packages during franchise expansion, we even produce brand specific furniture spec books to depicting your décor standards.



## Expansion Support /

Growth should be worry-free. We appreciate the work you've put into building your brand and apply this same commitment to producing consistent products for you. When it comes time to install, don't fret, we do that too.



*Plymold is a division of Foldcraft. For more information visit [Foldcraft.com](http://Foldcraft.com).*

14400 Southcross Drive West  
Burnsville, Minnesota 55317

PLYMOLD.COM / 800.PLYMOLD

©2014 Plymold. PSS01500 314.