

Universal Display



WHO ARE WE

Universal Display is a leading manufacturer of mannequins, bust forms and display products. Founded in 1951, it has remained in the same family ownership since.

We are a truly global business with offices and showrooms in London, New York and Xiamen.

Our UK factory, design/development department and warehousing/distribution centre is based in West London. We have distribution hubs on both the East and West Coast of the USA. We also have a joint venture modern factory facility and offices in Zhangzhou, China as well a buying office in Taipei, Taiwan. We have been manufacturing in the Far East since the 1980's and have a wealth of experience in the field.

The London based design and development department handles all development of our own ranges and all custom work for our clients. Using in-house sculptors, mould makers and technicians, we produce all our own master mannequins and moulds, which are used for production in China in our China facility. All of our mannequin development is handled in London, and we can boast that we are one of the only mannequin manufacturers in the world that offers a full custom service to our clients using our own in-house team.

Our expert in-house development team allows us to offer custom service that has a quick turnaround and allows for constant control over the development process. Thus, the end result is a cohesive look across a range of mannequins, and ultimately a superior quality product.

The China production facility is our main point of manufacture, and is able to produce in excess of 3,000 mannequins per month. It is an extension of the work that we do in the UK and is an integral part of our success. We also have skilled in-house sculptors and mould makers, at this facility, who are able to emulate any products such as decorative pieces, or to replicate the items moulded in the UK for production in China. We have extremely high standards of quality, and have controls in place to ensure the maintenance of these standards.

Our track record with major retailers around the world and with other display companies for whom we produce is testament to the dedicated and highly skilled workforce we have in both the UK and in China.



HOW WE DO IT

We are a truly scalable business, allowing a reduced overhead and the ability to pass these savings on to our clients. We have a core of professionals who are the best at what they do and provide us with the expertise necessary in all fields to produce and deliver a quality item. When demand requires, we pull in subcontractors and freelancers who have worked with us for many years to work in our own premises and under our direct supervision. They fit directly into our team to create an extension of our services, thereby increasing our productivity while maintaining our high standard of quality. We have built long-standing relationships with shippers, both domestic and international. This extended network – we have hubs in several key cities throughout the world – allows for a greater ease of distribution while simultaneously ensuring that our finished product arrives in both a timely manner and in good condition.

We have experience. We have for many years been a 'roll-out' company which knows how to deal with volume. We have a huge workforce in China and a huge amount of space, which enables us to assemble and allocate goods at source, thus reducing the amount of time required locally for onward distribution. However, we also have tremendous teams in the UK & USA that has been trained to handle volume and that has extensive experience in same-day movement of large volumes of goods for roll out situations. These are a regular occurrence for many of our clients.

We have our own manufacturing plant in China. This not only allows us cost effective production, but also control. Not only can we be sure that the product is manufactured to the correct specifications, as per our original masters, but to the highest quality. Furthermore, we have the ability to move production around to meet the demands of our clients and 'perform miracles' when necessary.

WHY US

With the infrastructure we have in place and the many years experience we have in design, production and roll-out of goods to major retailers, we have everything needed to implement your requirements in a trouble free and efficient manner and at a price that is below market value, thus giving you value and a superior product.

HOW WE WORK

We are a tight and well organised team. Each staff member has a specific role and in this way responsibility and accountability is departmentalised. Our clients have access to all senior management and a list of phone numbers, extensions and mobile phone numbers will be supplied in order for you to always be able to contact the relevant person. As previously mentioned, we are scalable, and therefore depending on the job that we are doing, we often bring in additional subcontractors/freelancers in order to deal with specific tasks.

SERVICES

The following services relate to mannequins, bust forms and all other display related items:

Conceptual 3d design

CAD

Prototyping

Manufacture

Distribution

After sales service

CONCEPTUAL DESIGN

From your brief we are able to work with you to design a range of mannequins or props that suits your brand's individual needs. We can design from a clients sketches or tear sheet. The initial concepts are designed on the computer which can be altered at will and rendered in a desired material. We have found this process to be very useful for our customers it allows them to envisage what will be created and how it would function in a given environment.



PROTOTYPING

Once the concept has been agreed, we will either amend product that we currently have, or create new product to suit your individual needs. The process starts with the 3d printing of the forms, once printed the parts are finished and sprayed to create a master ready for moulding. Once approved, we create production moulds to allow the piece to be manufactured.

MANUFACTURE

Goods will be manufactured in our China facility to enable cost efficiency and speed of manufacture. We only use top quality materials and fittings in the production of our products. Many materials are imported from outside of China to ensure that this 'best quality' is ensured. Goods will be quality controlled and packed ready for distribution. Goods will then be shipped to London for distribution to stores. Make-up and wigs can be provided where required.



DISTRIBUTION

Once goods arrive on a container from China, the container will be unpacked and split. We then perform further quality checks on the goods before distributing them through our reputable delivery partners throughout the region and into foreign stores. At all stages the distribution is logged and your account manager is aware of the whereabouts of your deliveries. We of course are also able to store goods on a rolling basis depending on your requirements.

AFTER SALE SERVICE

We offer renovation, respray, make-up and replacement wig services. We can arrange for goods to be collected from stores and returned after relevant services have been provided. Furthermore, we can set up a specific help line number for your stores to call in case of questions or the requirement of further service.

SUSTAINABILITY

All of us at Universal Display, probably like you, have family & friends around the world who, like us, are feeling the impact of increasingly concerning negative environmental changes. We are conscious that we wish to leave this planet in the same, if not a better, condition than in which we inherited it.

We love working with you and creating amazing products. Now more than ever we have to be mindful of our path to creation and be sure that what we are offering you is truly sustainable. This is why over the last few years we have accelerated our sustainability drive. We are constantly searching and experimenting with new materials and processes. We are not where we want to be yet, but we are on a positive journey to sustainability.

SO HOW ARE WE GOING TO DO THIS?

Design & research runs through everything we do, our products, materials and production. We have a circular process where all the stages inform and link to each other. We are now even more aware that the end life of products and how our clients manage these is of great importance and we can help you.

SUSTAINABILITY DELIVERED THROUGH INNOVATION

Over the last few years we have changed the way we work, our work-flow has moved from the traditional analogue methods of creation, to a more powerful and faster digital form. We digitally sculpt products for clients, the output of which can be reviewed in various digital formats and edited at will.

SO HOW DOES THIS HELP SUSTAINABILITY?

With the switch to digital content, files can be reviewed by clients in various digital formats from PDF, AR and VR. This cuts down the time the client has to travel to see the product in the initial stages, if at all. Once the final product has been approved, the design files can be digitally expedited within the hour to our manufacturing facility. Traditionally a master would have been made using various materials like clay and resin and then shipped to our manufacturing base by sea or air for moulding. The digital format cuts down on shipping and packaging, the digital files are 3D printed locally and a master is produced for production. In summary, these new methods are quick, they greatly reduce the need for raw materials, shipping and packaging materials.



Universal Display can supply its products in a vast range of materials that are sustainable and that can be recycled. We continue to invest heavily in R&D to make sure that we deliver what our clients need and require. We pride ourselves on delivering products that are what they say they are.

Many claim they can produce bio resin mannequins, but like many headlines when you examine the claims the bio mass in these products is at a very low level. We are here to help and can advise on what type of material would suit your future needs and budget. Whether you are a small boutique with a requirement for a few mannequins or a multi-national corporation who requires volume.

From design to manufacture and shipping, we have a solution to help you reach your sustainable goals. We are continuously evolving, researching and working to find the best options for your business and our future generations.

SUMMARY

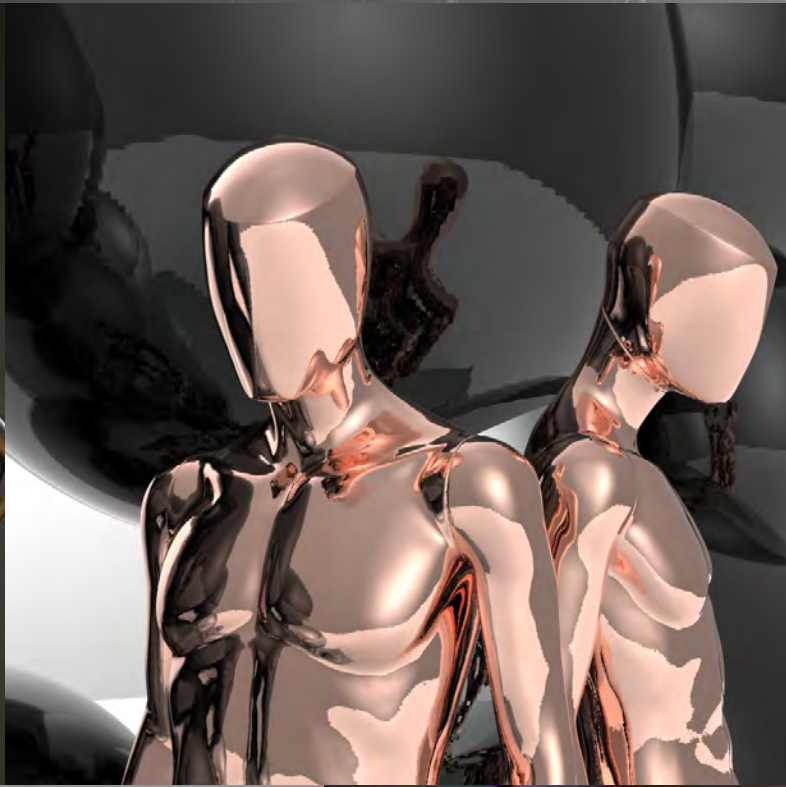
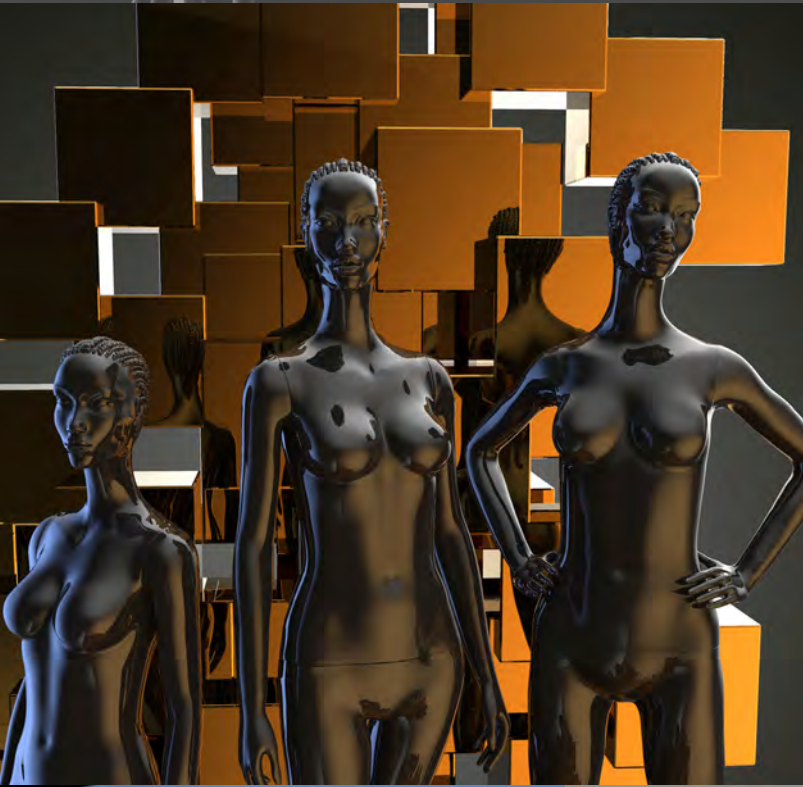
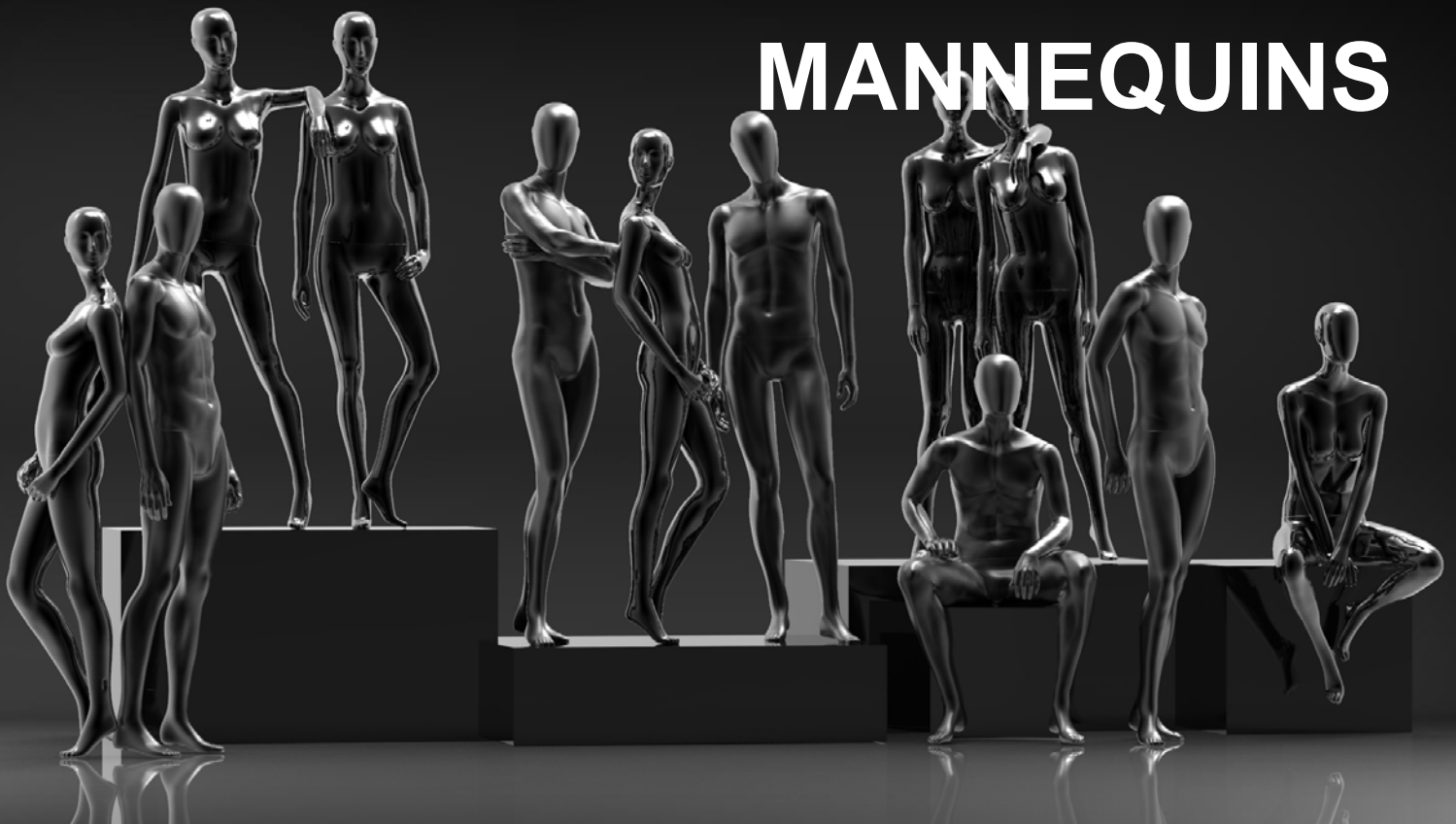
We are in a unique position to fulfill all your requirements with expedience, efficiency and economy. All the design requirements you have and may require going forward are easily achieved and we do this in house, using a team of experts that have been through this process countless numbers of times before.

We have a manufacturing facility, which is second to none in China, thereby providing cost reductions and increased speed of manufacture whilst still producing the quality of product required.

Our distribution network is strong and efficient and our support team is experienced and highly competent. We pride ourselves on being able to consistently meet our clients' diverse needs, and on our reputation as a dependable, high quality brand and continually growing business.



MANNEQUINS



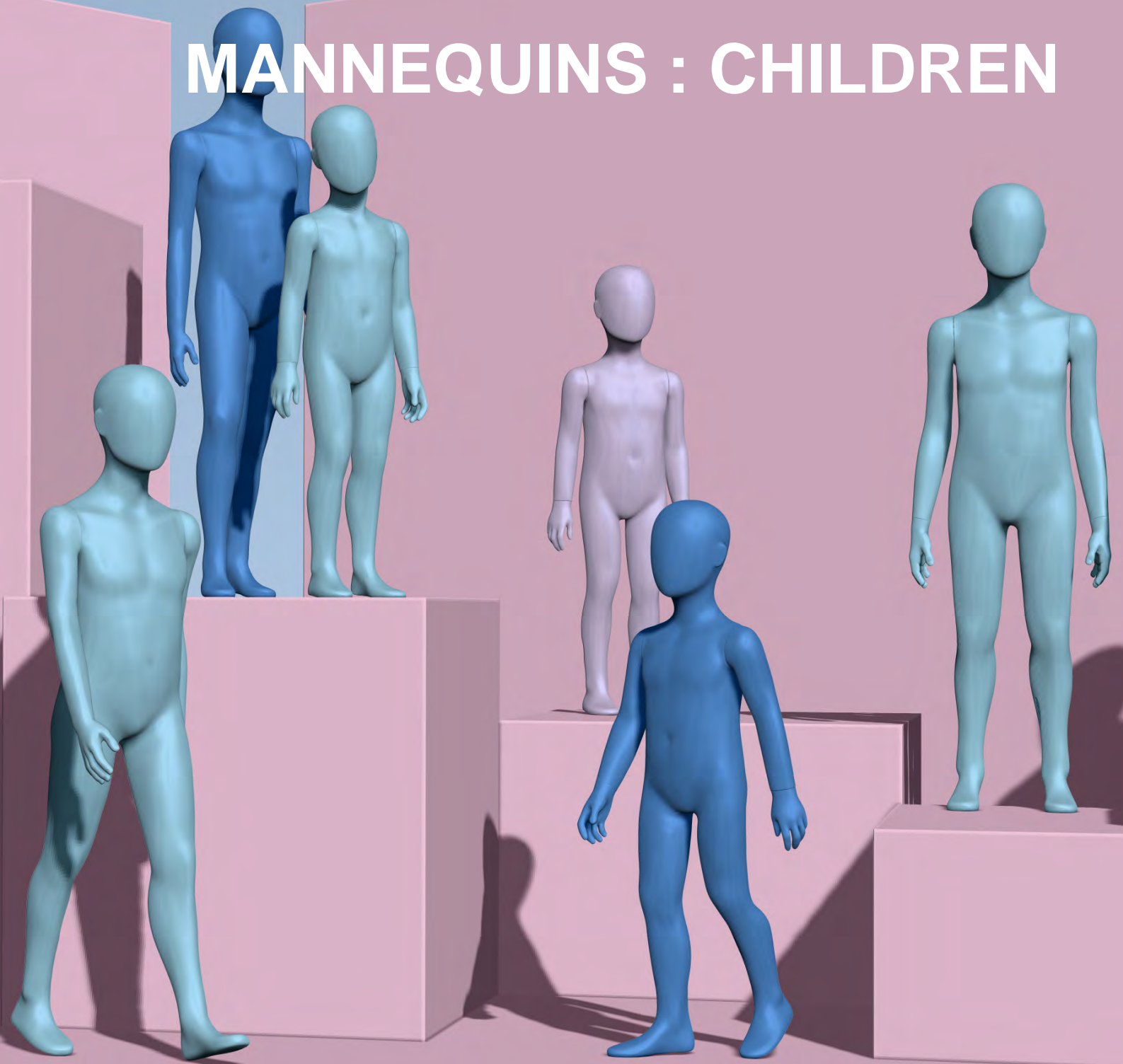
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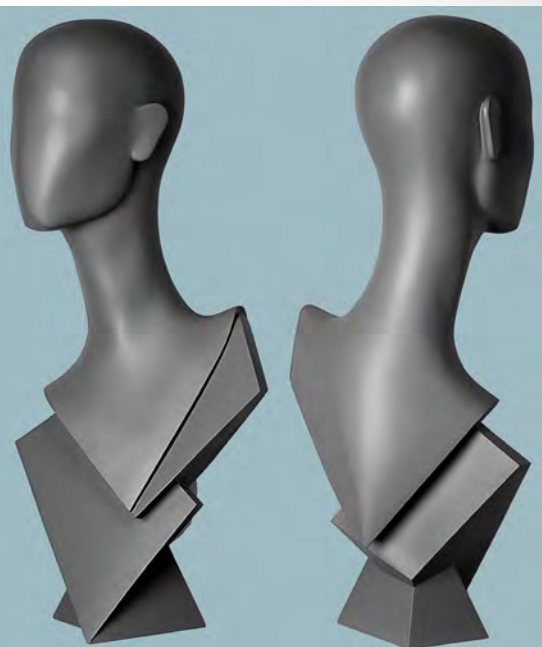
BUSTS & FORMS



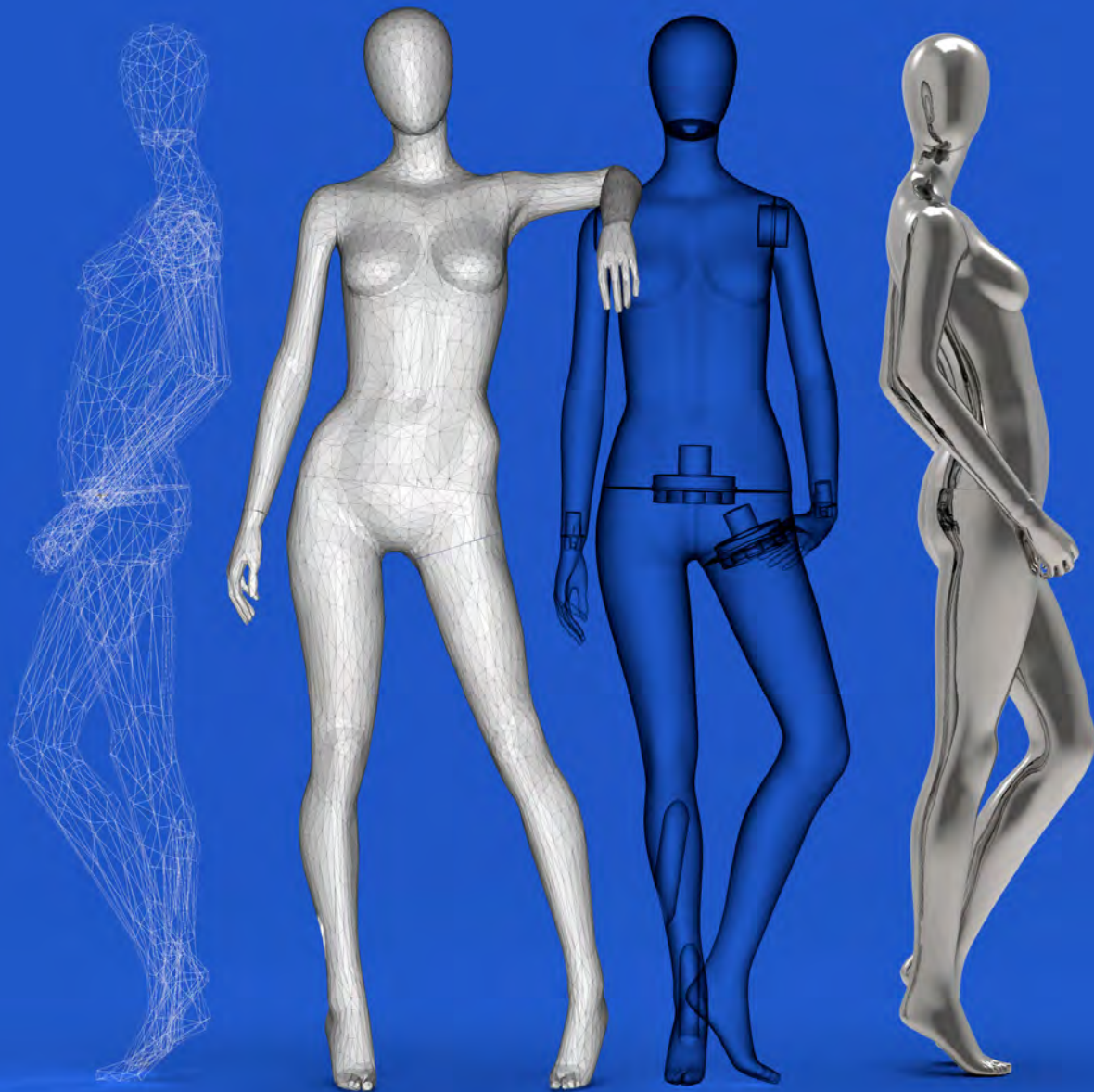
MANNEQUINS : CHILDREN



ACCESSORIES



DIGITAL SCULPTING



Over the last few years, Universal Display have integrating digital sculpting and 3D printing into our workflow.

We still can use the traditional clay methods, but over the last few years there has been a gravitational shift to digital output, this helps us to achieve outstanding results for our clients.

With 3D rendering we can produce photo realistic images for our clients in a wide variety of textures, colours and finishes. From bespoke mannequins to props, we have been able to realize prototypes that go into production far faster than ever before.

As we look to the future and as technology integrates within our work flow we are excited to embrace change. 3D printing has enabled the creation of more complex geometric forms that would not be obtainable with traditional methods.

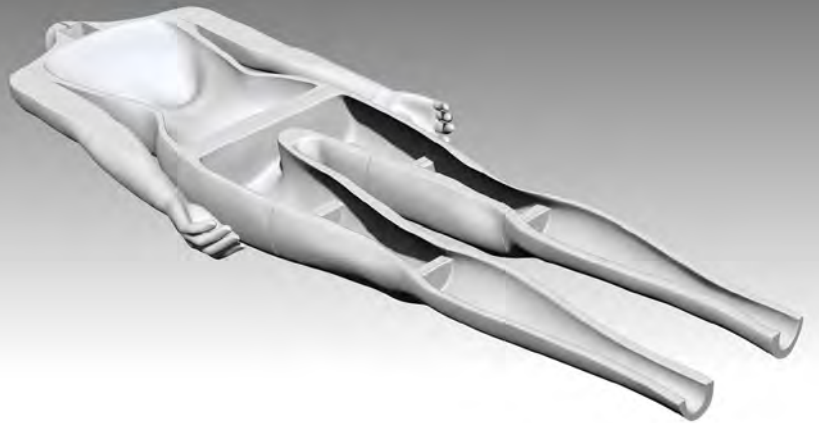
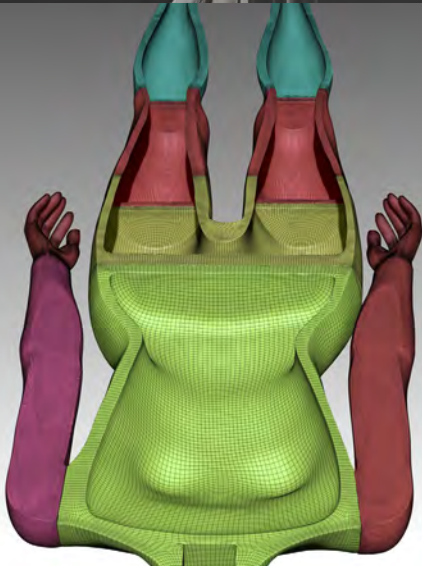
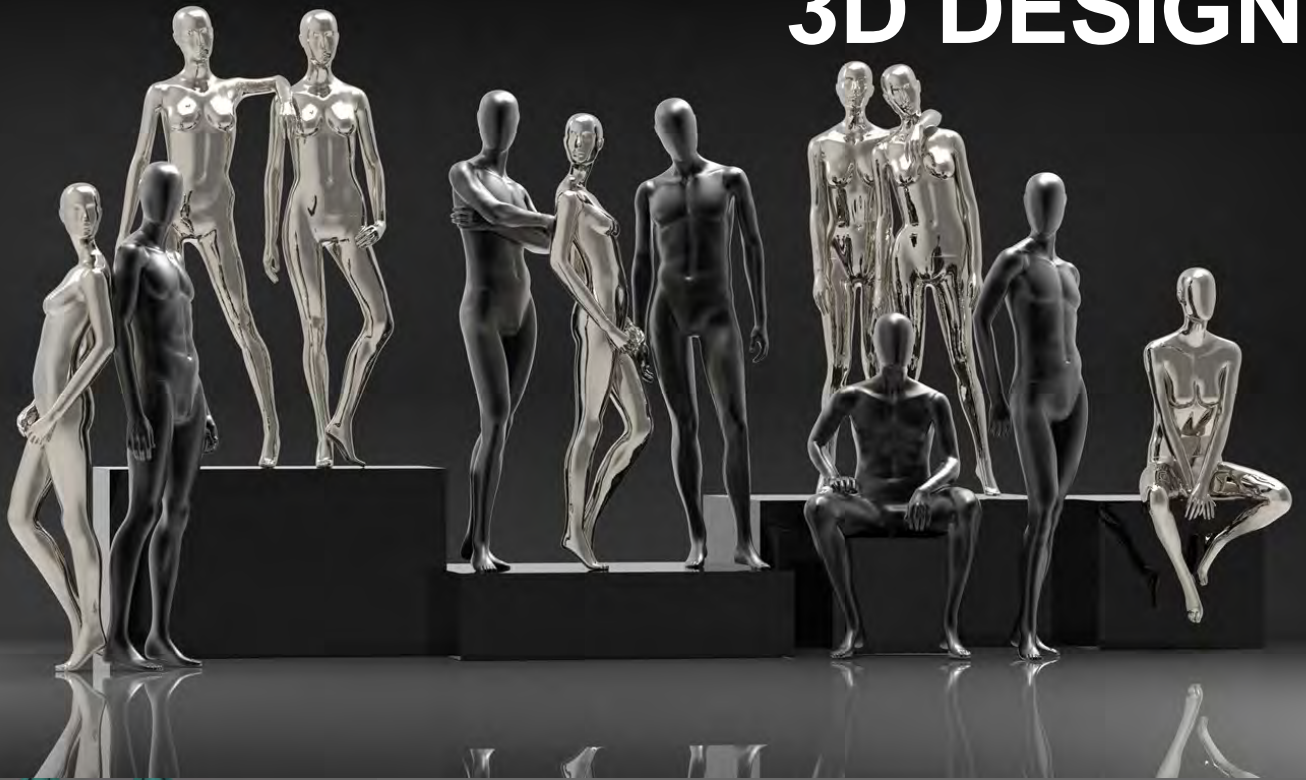
We pride ourselves in using the latest cutting edge 3D printing technologies to help realise the potential in your concepts and prototypes.

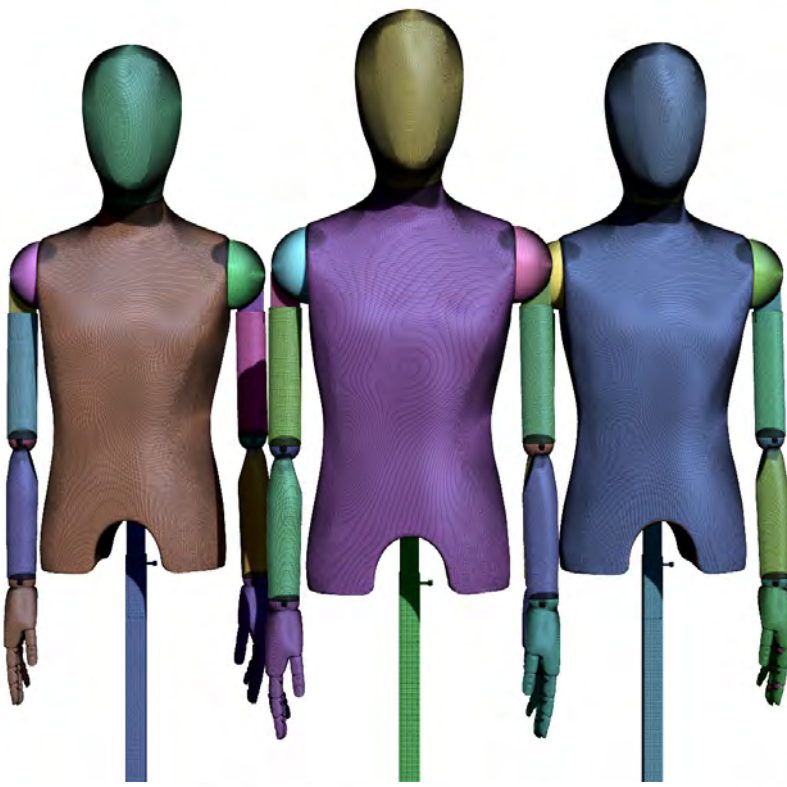
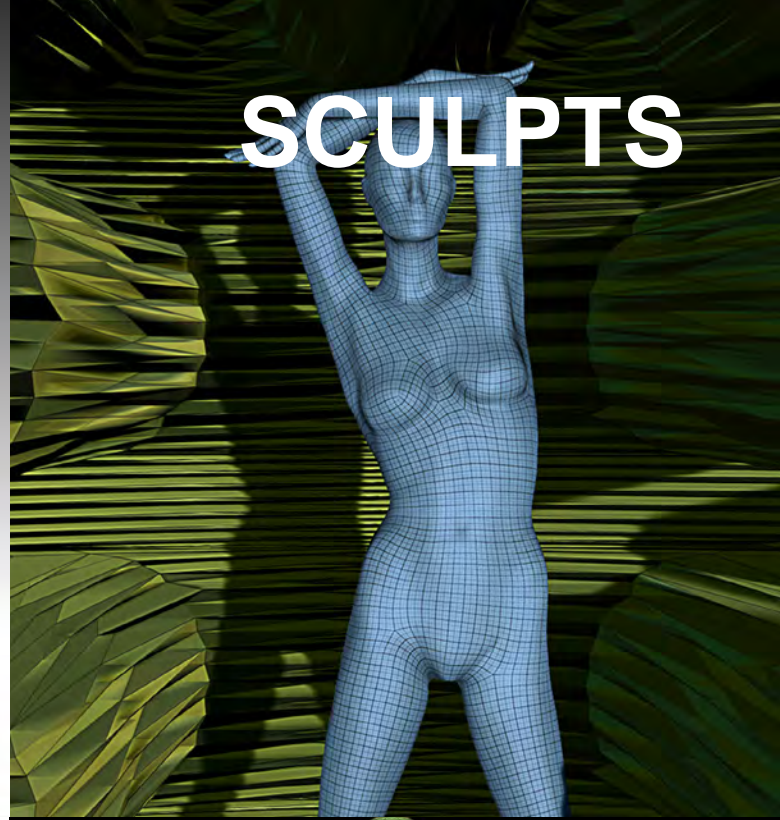
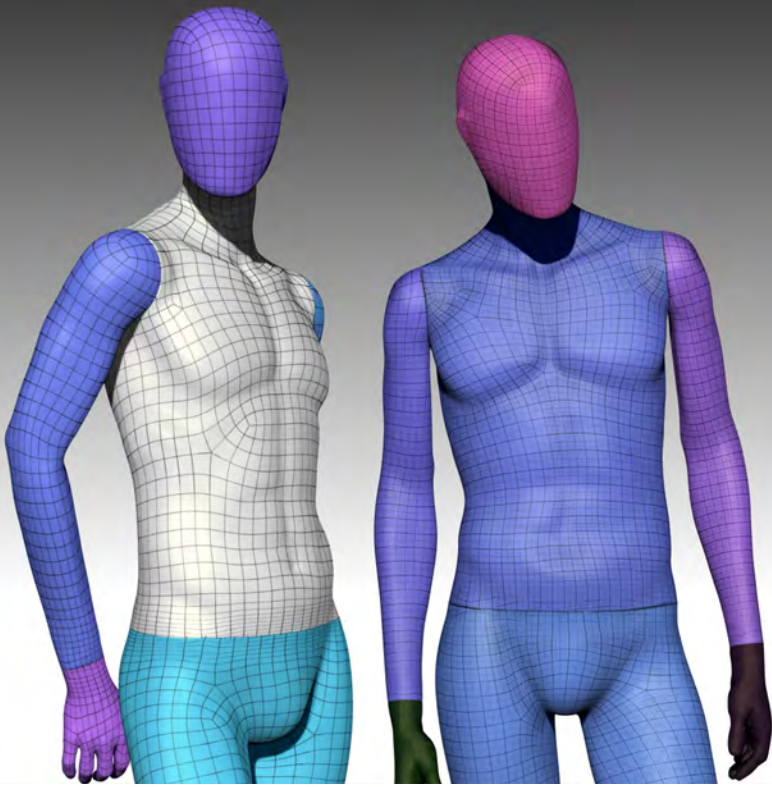
Groundbreaking materials and techniques are constantly in development and we are always incorporating these new ideas into our designs.

We can sculpt mannequins and props and then rapidly prototype them as miniature 3D prints for our customers to see before printing at full size.

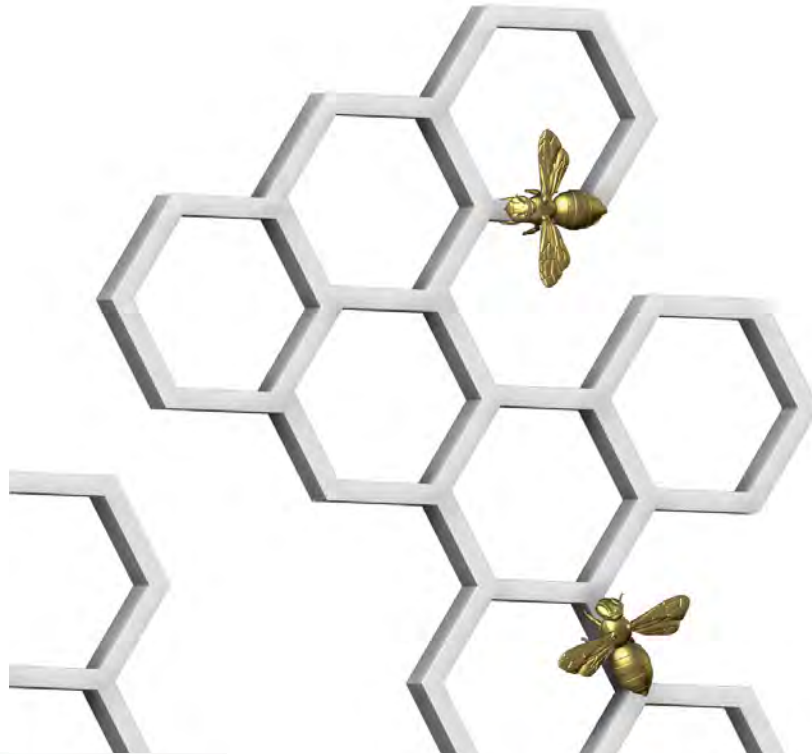
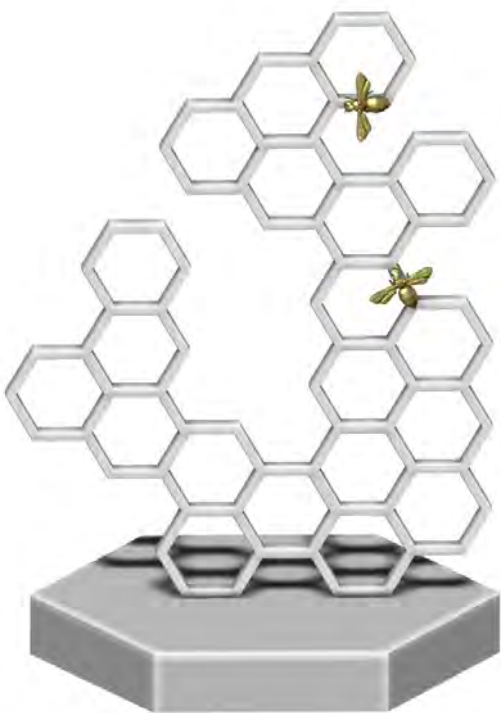
We have found this very helpful as it allows customers, directors or stake holders to see what their vision and ideas will look like.

3D DESIGN





PROPS



CUSTOMER PROJECTS

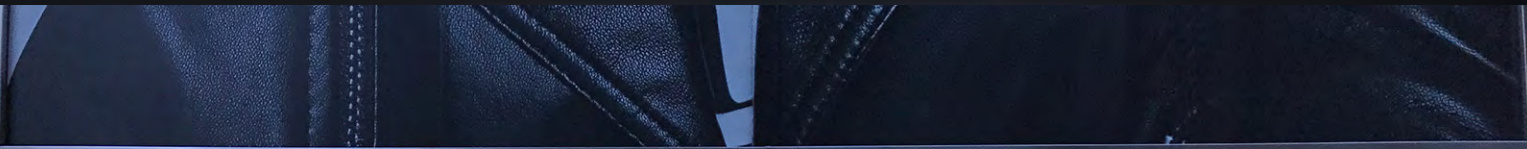


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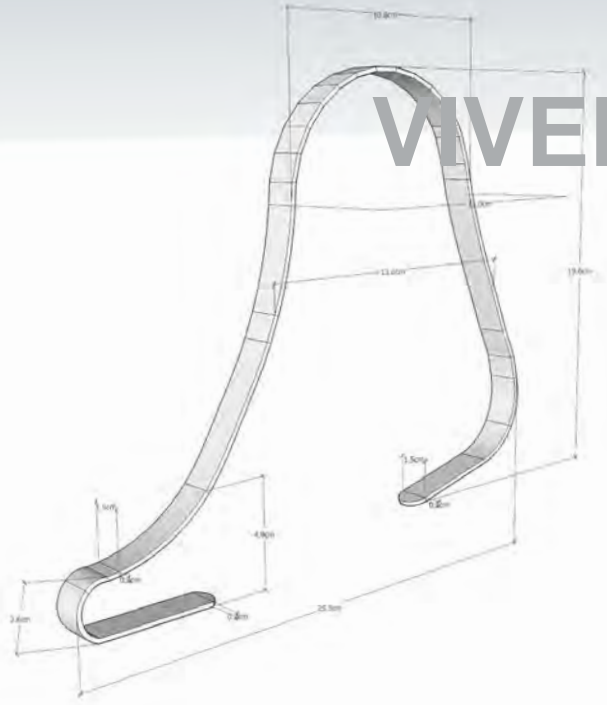
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Vivienne Westwood



VIVENNE WESTWOOD



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SWEATY BETTY





BARBOUR



ROYAL
MAN

THE ROYAL
SCOTSMAN

Barbour
SPORTSWEAR



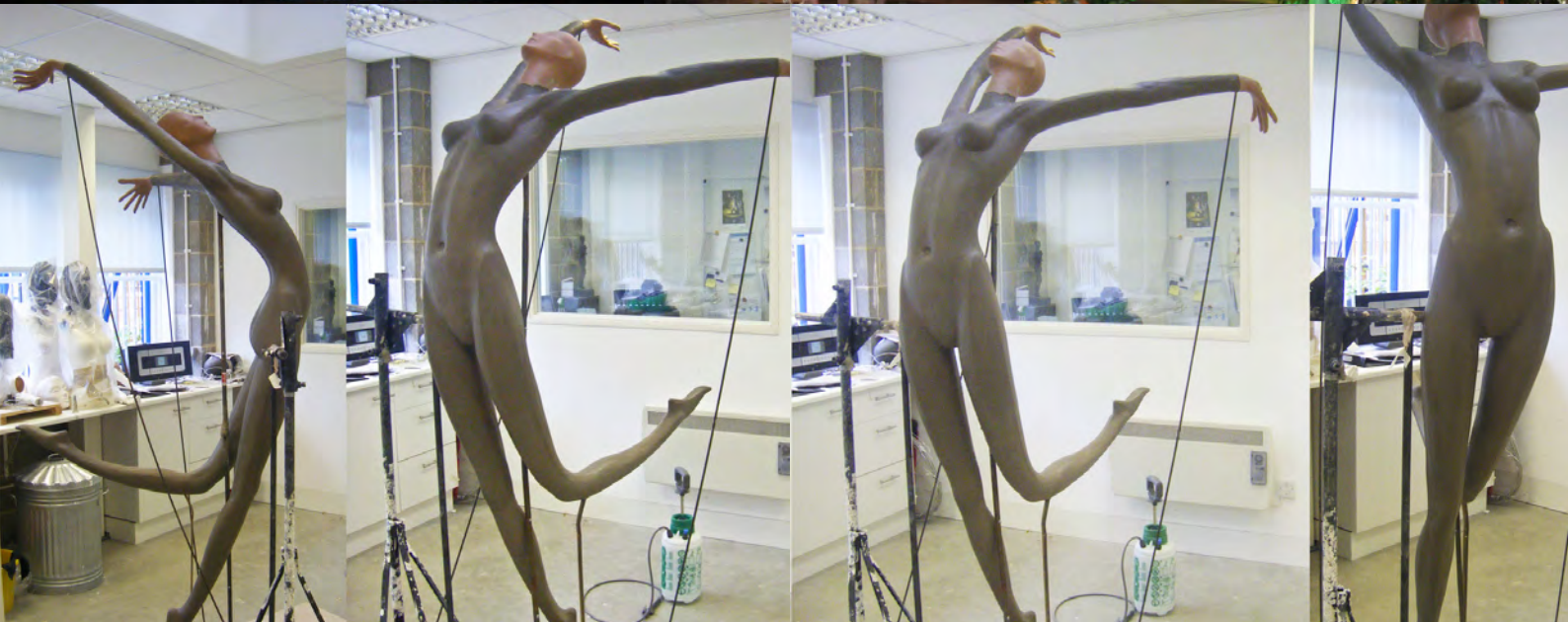
UNIQLO



HARVEY NICHOLS



HARVEY NICHOLS





MONSOON



JACK WILLS

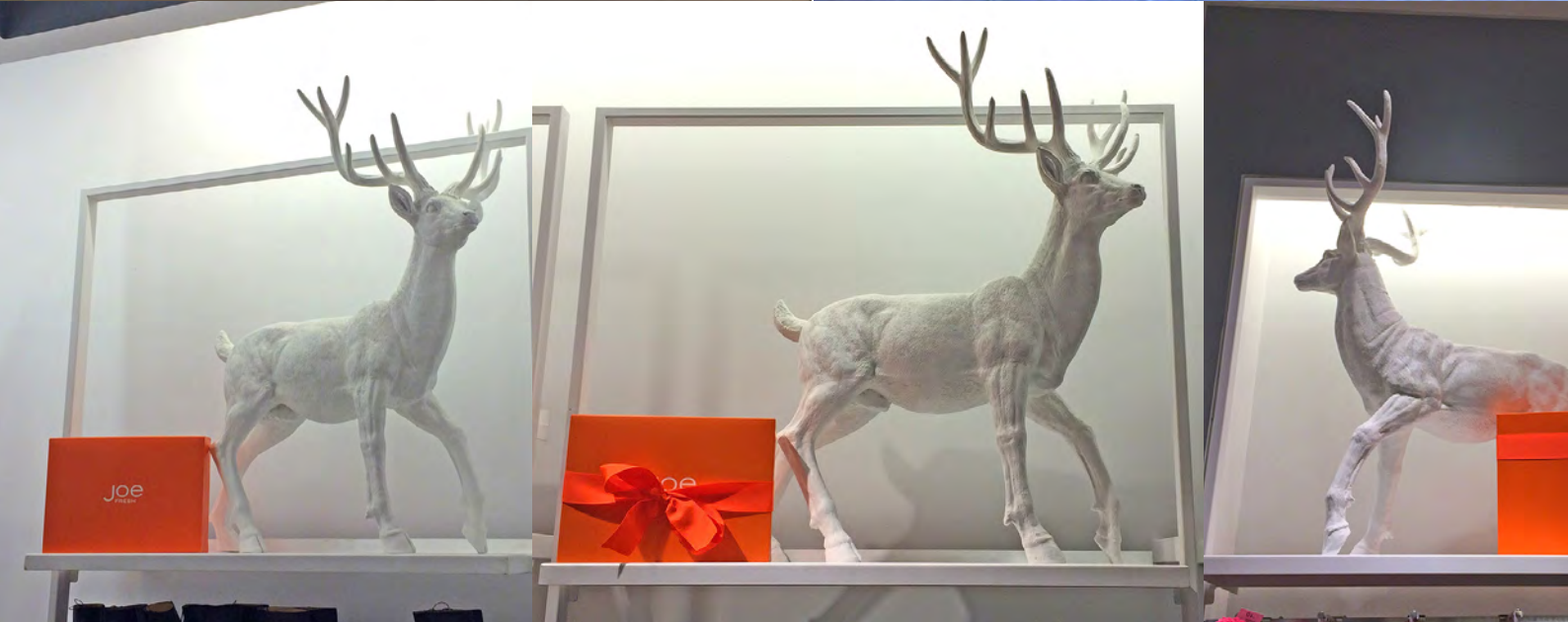
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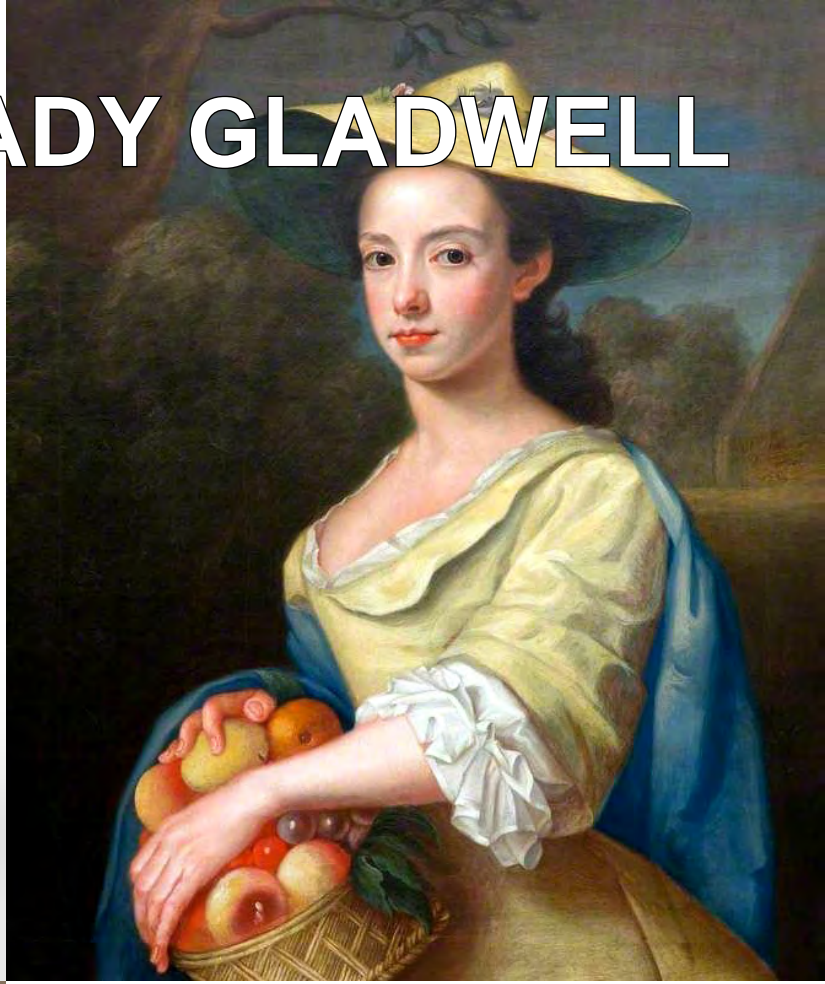
LOFT



JOE FRESH



LADY GLADWELL



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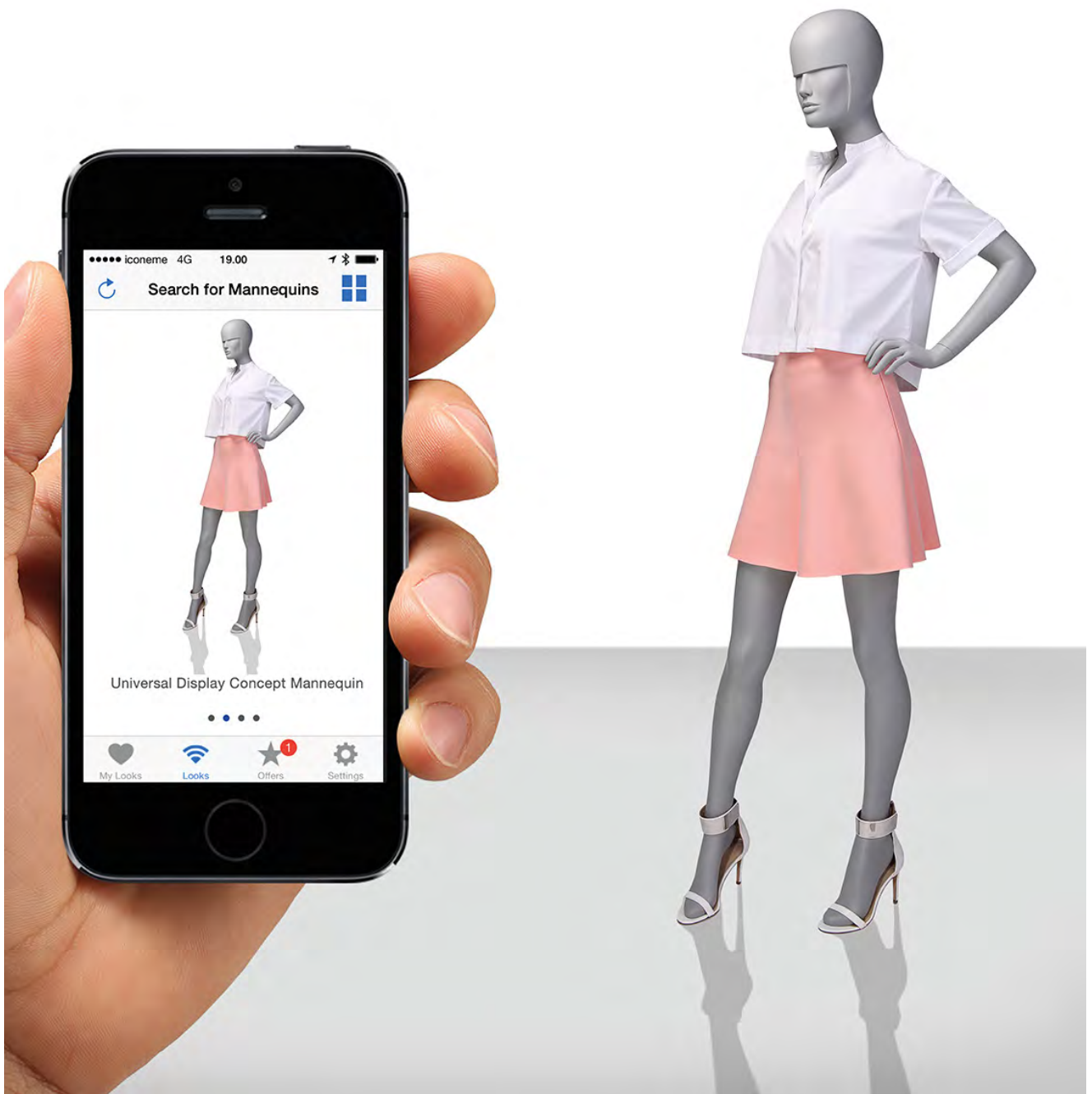
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CHINA FACTORY

Universal Display Zhangzhou Factory China





iconeme™

Creating the ultimate retail experience

Established in November 2013, Iconeme is a retail technology company offering real-world solutions. Founded and formed by people in the business of retail for retailers, with over 50 years of experience allowing for a greater understanding of a retailers needs and aspirations.

The VMBeacon was designed specifically for visual merchandising and retail environments, bringing together the online virtual world and the bricks and mortar of your stores. When the two are combined, this creates a more real, rewarding, and engaging experience. How do we stand apart? We create an exciting in store experience that assists and educates the consumer and is constantly engaging throughout their visit. Our product delivers many solutions as opposed to just one or two. Other developed technologies lack content, whereas our technology focuses on engagement, education and the overall shopping experience coupled with a unique ability to drive sales. We don't stop at welcoming the consumer to the store or just sending offers, we educate, engage and navigate customers in and into your store, in turn driving sales.

VMBeacons can be sited anywhere in your store environment and are not solely for use in mannequins or display items. They communicate with your customer's smartphone via either our 'Iconeme' iOS or Android app, or your own app with our API implemented into it. Once the app is downloaded, the user will be asked for a small amount of personal information, respecting their privacy but allowing for a more customized experience and allowing for detailed analytic data for the retailer.

Our VMBeacons have been specifically designed to be unhackable, if contained within a mannequin or visual merchandising product they are tamperproof and have a 2-3 year battery life. Our firmware has been specially written to optimise the relationship between the app and portal giving a seamless experience for both consumer and retailer alike.

When the customer walks within about 30 Meters of a VMBeacon, they will receive an automatic customisable notification to their smartphone even if the app is closed, which immediately engages them and starts the interactive journey. As a retailer you can not only deliver the message you want to convey to your customer but also start to educate them as to what you have to offer and where that product is sited in your store. The customer can control via the app settings the number of notifications they will get. Some people love the constant ping, while others will just prefer one or two notifications when in store.

We equate the notification with a 'tap on the shoulder'. The notification to the customer's smartphone allows the mannequins, displays or merchandise to open a dialogue with the customer. This gives them specific looks, trends or product that you want them to know about, detailed style sheets of the clothing and/or general merchandise available in store or even solely on line, alternative product, pricing, where goods are in store and allows them the ability to share the product with friends and family via social media, mail or messaging, as well as being able to save product information onto their smartphones to refer to at a later date. All of these options allow them to click to buy directly from your website at any stage of the journey either there and then or in the comfort of their own homes or offices. Our solution is not specific to clothing; it works with any merchandise and can even be used purely for advertising. The possibilities are endless and all these functions allow a greater convenience to the consumer and a further sales driver for the retailer.

The VMBeacon is administered via our secure web portal which sits in the cloud and can be accessed from any PC or Tablet. The retailer has full control of what content they wish to promote and share with the customer via the app. Product can be manually or bulk uploaded (via a csv file) to build your 'items' library. From here your 'designs' can be created, changed, edited and updated at head office or at store level in a matter of minutes. These in turn are then assigned to VMBeacons either in bulk using a combination of store locations and hierarchy settings, or individually. The portal also gives comprehensive analytic reporting that can be downloaded, such as basket clicks, shoppers details, designs and items viewed, number of engagements etc. allowing you, the retailer, to understand the products that your customer is interested in, movements within the store, demographic and actual sales, to name a few. The portal also allows you to send interactive push notifications directly to all users of the Iconeme app even when they are not in your stores.

The VMBeacon works in conjunction with the Iconeme app, to deliver an unparalleled retail experience. Iconeme brings shop windows and retail environments to life, allowing customers to interact with the products on display, bringing together the online virtual world and the bricks and mortar of retailer's stores.

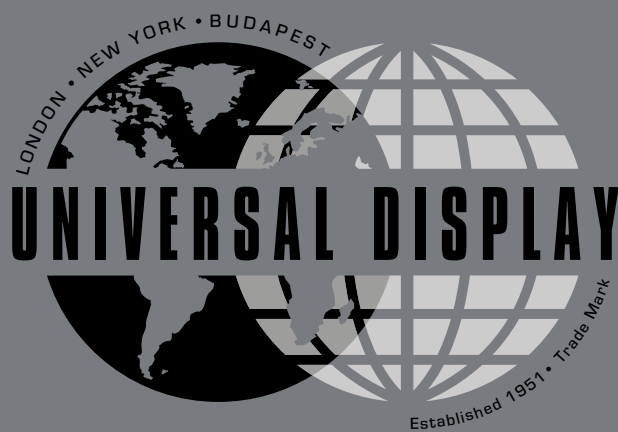
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