

Rite Aid Specialty Fixtures



Rite Aid, the third largest U.S. retail drugstore founded in 1962 and recently in purchase negotiations with pharmacy leader Walgreens, was planning a specialty fixture program and presented an opportunity to custom manufacturers through an online bid platform.

The Opportunity

Our 'win' of the online bid required Visual Creations to onboard and distribute Rite Aid's specialty fixture program into new and remodeled stores—in real time. The store program included twenty-six different fixtures that were custom fit for various store configurations.

The VCI Solution

With minimal upfront information, Visual Creations developed a strategic deployment plan which was shared during the online bid process. Engaging our design engineering team, we prototyped and presented all fixtures for approval within an aggressive three-week timeline.



The Benefit

After a successful test program, Visual Creations is continuing to roll-out the specialty fixture program into 450 Rite Aid retail locations annually. Our ability to handle these large-scale programs with ease, along with our value added services, strengthened our partnership with Rite Aid, as demonstrated in their awarding us a third year contract.



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