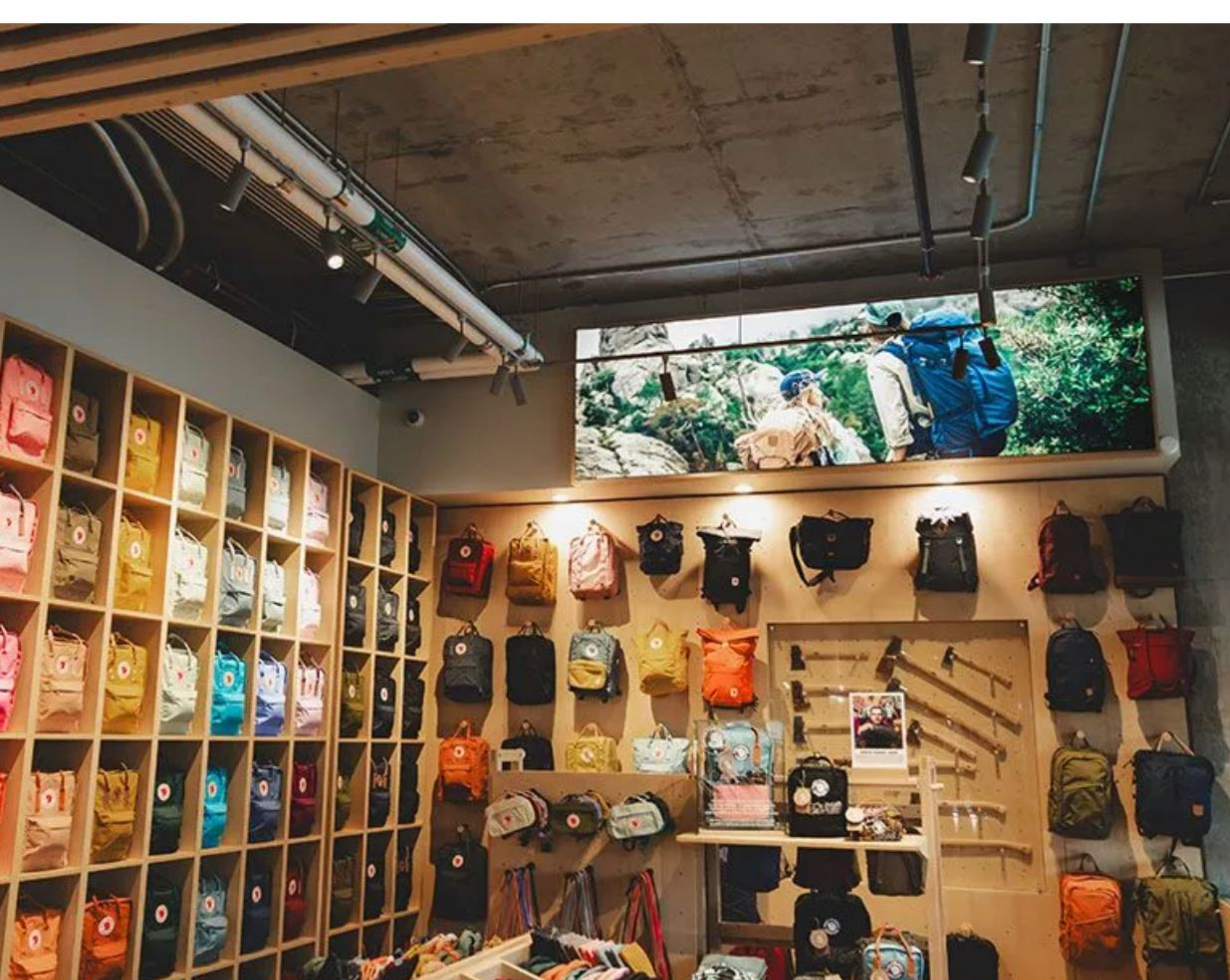




## Partnering with a leading retail brand to create bright, vivid displays that showcase their products throughout the day while also supporting their graphic needs.

Founded in 1960, [Fjällräven](#) is a Swedish brand specializing in outdoor equipment—primarily upscale clothing and luggage. Today the company's timeless, functional, and durable outdoor equipment enjoys a global presence and can be found in over 70 countries. DSA has been working with the brand's North American construction division since 2022, supporting Fjällräven with new store openings and existing store remodels.



### Challenge

Fjällräven was looking for a new partner to provide signage due to problems with their previous vendor. The low-quality light boxes from the previous vendor lacked durability and frequently burned out. As a result, frequent replacements were necessary, and their advertising and store lighting were negatively impacted.

### Solution

We collaborated with Fjällräven to improve signage quality and the visitor experience in their stores by providing durable LED light boxes that highlight their products without burning out. Our team designed light boxes in various sizes that fit each store's specifications.

Additionally, we consistently assist with the brand's graphic needs for store openings, making it simple for the store staff to update the graphics monthly to align with their marketing campaigns.

#### The Result:

- A minimum of 4 or more high-quality Fabric SEG light boxes depending on store size that last due to our durable extrusions and lasting LED lighting
- Printing and shipping easy-to-install fabric graphics
- Deliver on-time orders to new stores/remodels, with the ability to expedite orders when needed
- Working with a company that practices sustainability similar to Fjällräven



## Brightening your Brand

At DSA, we have been designing and manufacturing indoor and outdoor display solutions for more than 45 years, in our Southern Californian facility. We are your one-stop shop for standard or highly-customized digital displays, built in-house to brighten your brand with the highest level of quality and durability.



DSA is certified as a Minority-Owned Business (MBE) by the National Minority Supplier Development Council



Our solutions meet UL safety standards.



[www.dsasignage.com](http://www.dsasignage.com)  
(877) 305-4911  
[websales@dsasignage.com](mailto:websales@dsasignage.com)  
16961 Central Avenue  
Carson, CA 90746