

CASE STUDY

How Franklin Fixtures Helped Lodge Cast Iron Revolutionize Their Retail Space

THE CHALLENGE

Lodge Cast Iron, crafting premium cookware since 1896, faced a common retail dilemma: their factory store displays hadn't kept pace with their growing brand. Outdated fixtures with wooden shingle roofs and minimal storage left valuable inventory in the backroom—limiting sales opportunities and forcing them to pass on many potential retail locations due to space constraints.

With ambitious expansion plans on the horizon, Lodge needed custom, U.S.-made fixtures that could adapt across multiple store formats, support vertical storage, and maintain the charm of their Southern heritage.

THE SOLUTION

Franklin Fixtures partnered with Lodge to reimagine their retail display strategy. The team preserved successful elements like mobile tables with locking casters while eliminating space-wasting features such as the decorative roofs that prevented vertical storage. The new design introduced flexible fixtures and vertical closed-door inventory storage, allowing Lodge to bring their entire inventory onto the sales floor.



THE RESULTS

The transformation has been remarkable. By eliminating the need for large backroom storage, Lodge gained the freedom to consider a wider variety of retail locations – including unique spaces that might have been impractical before.

The Lynchburg, Tennessee location perfectly illustrates this newfound flexibility. Lodge transformed a former gas station into a distinctive retail space that captures the spirit of both the brand and the local community. The store, which features antique gas pumps painted in Lodge’s signature yellow, creates natural synergies with the nearby Jack Daniel’s distillery, turning shopping into an authentic Tennessee experience.

The innovative fixture design didn’t just solve a storage problem – it opened up new possibilities for Lodge’s retail strategy. By bringing inventory management and display together in one cohesive solution, Franklin Fixtures helped Lodge create retail spaces that are both functional and engaging.



“It wasn’t just a fixture redesign—it was a retail strategy shift,” said Lisa Uhrik, co-owner of Franklin Fixtures. “We helped Lodge bring their entire inventory to the sales floor, which unlocked new location possibilities, created a more immersive customer experience, and built a scalable foundation for future growth.”

IMPACT

- Eliminated the need for separate storage areas
- Doubled available retail floor space
- Expanded location possibilities for new stores
- Enhanced customer shopping experience
- Preserved brand heritage while enabling modernization

This successful partnership demonstrates how thoughtful fixture design can solve complex retail challenges while creating opportunities for growth. It’s not just about displaying products – it’s about creating spaces where brands can tell their stories and connect with customers in meaningful ways.

Franklin Fixtures blends expert craftsmanship, thoughtful design, and durable U.S.-made products to help brands scale smartly, maintain authenticity, and stay ready for whatever comes next. Are you planning a rebrand, a store rollout, or looking to maximize space in your current footprint? **Let’s talk about how Franklin Fixtures can bring your retail vision to life.**