

CASE STUDY

How Franklin Fixtures Delivered Custom Fixtures on an Impossible Timeline

THE CHALLENGE

Christian Outlet, a growing retail brand in Oregon, was just weeks away from the grand opening of a new storefront when disaster struck. Hoping to save time and money, owners Kevin and Krista Ferguson had sourced used bookstore fixtures from a closing business and arranged for them to be shipped cross-country.

But when the fixtures arrived, every piece was crushed, scratched, and unsalvageable. With only a few weeks until opening day, they were suddenly facing a fully built-out retail space with no shelving – and no time to spare.

With other vendors unable to meet the tight timeline, the Fergusons sent a last-ditch message to Franklin Fixtures, hoping for a miracle.

THE SOLUTION

Franklin Fixtures doesn't keep off-the-shelf inventory—everything is built to order—but when we heard the urgency in Kevin's voice, our team rallied.

Within hours, our team reviewed options and formulated a production plan that would fast-track Christian Outlet's





order without compromising any active projects already underway. The job was labeled a Red Rush which is our internal priority designation for ultra-urgent projects with immovable deadlines.

By the end of the first day, all components had been cut and routed. Assembly began immediately, and within six days of receiving sign-off, the full order of custom bookshelves was built, staged, and prepped for delivery.

But we didn't stop there. To guarantee the fixtures would arrive in time, our team personally delivered and installed all 20 custom shelving units. We ensured Christian Outlet was ready for its opening with a full week to spare.

THE RESULTS

- ▶ Fulfilled a custom order in under one week
- ▶ Personally delivered and installed fixtures ahead of schedule
- ▶ Supported a successful grand opening despite major setbacks
- ▶ Demonstrated speed, care, and flexibility for a specialty retailer in crisis



"We are over the moon with the quality, customer care, and concern Franklin had for our situation. They went over and beyond to provide us with quality fixtures to meet our need, in an extremely short time frame, with excellence every step of the way.

Thank you, Franklin, for doing what you do! Your services are a blessing to this small business, and we will be happy to refer you to others in the industry looking for this resource."

— **Kevin and Krista Ferguson, Christian Outlet / Willamette Valley Christian Supply**

Franklin Fixtures blends expert craftsmanship, agile production, and durable U.S.-made products to help specialty retailers stay nimble, launch strong, and serve customers without compromise. Whether you're facing a tight deadline or building a new brand experience from scratch, our team is ready to deliver.

**Planning a store rollout, rebrand, or
tight-turnaround installation? Let's talk.**