

Built to *Be Seen*

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It's your reaction to adversity, not adversity itself that determines how your life's story will develop.

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Success Story →

Bringing the Heat to Retail: How We Redefined the Takis Display Experience



Takis is a brand that doesn't do anything halfway. Known for their intense flavors, fierce crunch, and vibrant, unapologetic branding, they demand a retail presence that matches their fiery energy. However, when the Takis team approached us, their in-store reality was falling flat.

The problem was clear: their existing display racks simply weren't doing justice to the product. The old displays failed to hold the product properly, resulting in awkward leaning bags and hidden branding. Understandably, the client was deeply disappointed—both with the lackluster look of the displays and the lack of innovation from their current rack supplier. They needed a partner who understood that a ***display rack isn't just a shelf; it is the final, crucial touchpoint between the brand and the consumer.***

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Built to stand out from every angle.

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We knew that to solve this, we had to work backward from the product itself. Our design and development team took the iconic Takis packaging and made it the undisputed hero of our engineering process. We asked ourselves one simple question: ***How can we engineer this structure to present the bag in the absolute best way possible?*** Through meticulous prototyping, we developed a custom rack architecture with optimized angles, custom shelving, and precise spacing. The new design kept the product standing tall, forward-facing, and fully visible always. No more slumping bags or obscured logos—every unit was framed perfectly, making the product look premium and making it effortless for shoppers to grab their favorite flavor.

But brilliant functional design is only half the battle; the display also had to capture consumer attention. In a crowded grocery or convenience store, a veritable sea of generic white, grey, and black metal racks—we needed a visual disruptor. To make the display truly distinguished, we decided to paint the entire rack a very distinct, highly vibrant purple. This custom powder-coat matched the brand's signature color. It transformed the fixture from a simple piece of store equipment into a bold, ***undeniable brand beacon.*** The striking purple finish draws the eye from aisles away, screaming "Takis" before the consumer can even read the logo.



Delivering a show-stopping design, however, was only the beginning. We pride ourselves on being an end-to-end solutions partner, and we proved it by bringing this vision to life on a national scale. Our team managed the entire lifecycle of the project. We engineered and built the racks to withstand heavy retail foot traffic, manufactured them at scale, and securely warehoused the inventory. From there, we orchestrated a complex, seamless rollout, deploying the new purple racks to retail locations across the entirety of Canada.

Today, those vibrant purple racks stand proudly in stores from coast to coast, properly showcasing one of the most popular snacks on the market. We took a frustrated client’s pain points and transformed them into a national retail triumph, proving once again that when innovative design, quality manufacturing, and precise logistics come together, the results are undeniably bold.

June 2026 Issue →

Modularity *in Design*



As we navigate the retail landscape of 2026 the traditional model of static, single-use visual merchandising has become obsolete. Static store layouts are losing ground to modular systems that can evolve with promotions, product launches, and seasonal resets. Flexible displays update spaces quickly without the cost of a full redesign.

Retailers are endearing themselves with a more organic and fluid design. They are introducing modular displays that help create a room for experiences. This leads to an opportunity for the shopper to escape their digital lives and interact with the real world. Maybe that’s why; as noted in our **May** newsletter, we are seeing the colour palette change to warmer, more organic or human tones. Offering a calm experience when shopping might allow for a shopping decision that feels less hurried and more personal.

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Designing for flexibility means designing for longevity.
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We’ve seen as noted in our **April** newsletter that Walmart is warming up their bakery. They are now offering the shopper a richer, more authentic in-person experience to those tired of facing online fatigue. More importantly these modular systems lend retailers the chance to keep their designs fresh, change quickly, and appeal to a multi-generational clientele all while saving money and reducing any environmental impact.



Several factors are driving this rise *in modularity:*

- **Retail spaces are different sizes:** A display working in a 10,000 square foot area may be impractical for a smaller space
- **Product lines are expanding:** As brands grow and diversify, displays must grow with them
- **Speed to market matters:** Getting to market quickly is important for launches and promotions
- **Cost:** New displays for every rollout are expensive

How do select / design a display:

- **Consistency:** Every unit should maintain the same standards for materials, finish, and cohesive presentation
- **Material matters:** Displays should be durable enough to withstand assembly and disassembly
- **A solid manufacturer:** Select a vendor experienced in manufacturing tolerances and quality execution
- **Future planning:** Commit to a display strategy knowing where you are headed and who you want to reach

At **KD Group**, we have spent **42 years** designing and manufacturing displays and environments across North America supporting all sorts of brands from big box to apparel, to grocery & pharmacy to quick service restaurants and pop-ups. We make sure every display arrives correctly no matter where it’s headed and no matter what final intent.

Building Partnerships, Solving Problems →

Grant Musselman: *The Alchemy of Adaptation*



The pre-Socratic philosopher Heraclitus famously observed, “*No man ever steps in the same river twice, for it’s not the same river and he’s not the same man.*” If one were to seek a modern manifestation of this ancient truth; the idea that the world is in a state of perpetual flux and that our survival depends on our ability to flow with it; they need to look no further than the arc of a long, evolving career. My own professional journey, stretching from the mechanical rhythm of the print shop floor to the strategic helm of Operations Manager at KD Group, has been a testament to this philosophy. It is a story not of rigid planning, but of pragmatic alchemy: transforming disruption into opportunity, and hard work into enduring wisdom.

My entrance into the workforce was fundamentally rooted in what the American philosopher John Dewey called “*learning by doing.*” I left formal schooling just shy of graduation, trading the theoretical for the tangible at R.L. Crain Business Forms. I spent eleven years mastering the physical reality of the work, eventually rising to foreman. Dewey argued that true education is not merely preparation for life, but life itself. Those eleven years taught me that titles are earned through sweat, and that the only viable option is to continue to walk forward.

The concept of “*antifragility*” is a term to describe that things do not merely survive shocks but grow stronger because of them. I adapted at Canadian Banknote where I rose from lead hand to help manage a massive privatization program in Romania. Thrust in a different culture and structure, I learned that the mechanics of business are universal if you understand people and process. As the industry continued its evolution and I moved into management roles of production, graphics and design I learned the mandate remained the same: *solve the problem, deliver the work.*

The stoic philosopher Marcus Aurelius wrote, “*The impediment to action advances action. What stands in the way becomes the way.*” When the COVID-19 pandemic upended our daily lives, I did not view it as an end, but as a pivot. That acceptance led me to KD Displays. Here, I found a home where decades of hard-won operations experience could be channeled into a growing, dynamic business.

Today, as Operations Manager at KD Group, my daily philosophy is anchored in a paradox championed by the Renaissance humanist Erasmus: *Festina Lente*, or “*make haste slowly*”. In my own words, I tell my team to “*slow down to speed up.*” In an era obsessed with frantic, unthinking speed, I have found care, accuracy, and patience are true drivers of efficiency. Rushing breeds errors; deliberation breeds excellence. This was evident when we rolled out the Masco Mini Doors project for Mirolin. We succeeded not by rushing, but by applying deliberate, methodical care.



I have come to realize what Aristotle called *phronesis*, or practical wisdom – that true wisdom is fundamentally social and action-oriented. That success is built on practical communication, mutual support, and a willingness to roll up one’s sleeves. As I look forward to retirement on the horizon, my focus falls to the teachings of Epicurus who taught that the greatest goods in life are found in simple, enduring pleasures: the beauty of nature, the joy of a good meal, the warmth of relationships. My life is populated by these exact things: fishing, riding, music, baking and above all my three children who remain my ultimate legacy and source of pride.



If there is a singular theme to my life, it is simply to adapt to the river’s current, stay ahead of the rapids, and keep moving forward.



Oh, and one final philosophical truth, perhaps the most undeniable of all: no matter how elevated the discourse, I remain happily, universally susceptible to anything wrapped in bacon!!

For any questions regarding store design, or to receive previously missed April and May newsletters, please reach out to Pat at pat@kddisplays.com

We create better retail experiences.



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