

Shaping Retail Through Colour & Display

Success Story →

Home Depot: A Bath Aisle Merchandising success story

In the hardware and plumbing sector, inventory turnover is tied to housing turnover, remodeling cycles, and planned upgrades. Therefore, the marketability of your displays must focus on building buyer confidence, encouraging premium upgrades, and driving add-on sales.

“Tactile displays accelerate the path to purchase.”



“By utilizing custom merchandising displays, you effectively turn your physical space into a silent salesperson.”

The Experience →

Fashion plumbing items must be displayed out of the box and fully assembled. Customers need to see and feel the weight of a faucet and see how light interacts with the variety of available finishes. Tactile displays accelerate the path to purchase.

The Strategy →

Bath hardware turnover relies heavily on attachment rates. If a customer is buying a new faucet, an effective display will immediately present the matching towel ring, robe hook, and bath tissue holder right beside it. Grouping by finish and design "suite" rather than by individual product category turns over secondary inventory that shoppers might otherwise forget to buy.

The Upgrade →

Big-box retailers and boutique showrooms alike use lifestyle vignettes; simulated bathroom sinks or shower walls. When a customer can visualize how a shower caddy integrates with a specific showerhead design, it justifies a premium price point. This trades the customer up from a basic replacement part to a high-value aesthetic upgrade, maximizing the return on the inventory you hold.

The Impact →

Inventory turns will naturally be lower than in the consumable bath and body space however, floor space is expensive, therefore, if you simply line shelves with identical boxes of showerheads, you are treating your retail floor like a warehouse. By utilizing custom merchandising displays, you effectively turn your physical space into a silent salesperson that cross-sells accessories and upsells finishes, directly improving your Gross Margin Return on Investment.

Execution and Result →

At **KD Group**, we understand this and are proud to have helped create a merchandising display for our client's vendors highlighting their products as a suite showcasing their finishes and allowing the customer to imagine its intended use in their own bathrooms.

Coordinating the fabrication of structural elements like custom metal fixtures, sourcing the correct melamine for the backdrops, and making sure all products fit and displayed fashionably was a rewarding challenge. Each individual component built to exact specifications, delivered on time, and installed successfully. The result is an aesthetically pleasing, customer engaging display designed for impact.

Living Colourfully with the *KD Group*

Have you ever wondered how the “Colour of the Year” is chosen, or why different brands seem to select completely different shades? Interestingly, while paint suppliers each name their own colour, their selections collectively reveal a fascinating story about our current cultural climate.

The *Shift*

This year, the overarching trend is clear: designers are stepping away from high stimulation of our digital, fast-paced world. In response to global economic shifts and a news cycle that can often feel overwhelming, the design industry is seeking to inject calm, structure, and clarity into our everyday spaces.

Key *Colours*

Pantone

This year Pantone determined that “Cloud Dancer” (Pantone 11-4201) would be it! It is a serene, airy white with a balanced undertones that symbolizes calm, and a “reset” and a countermovement to the high stimulation of digital life.



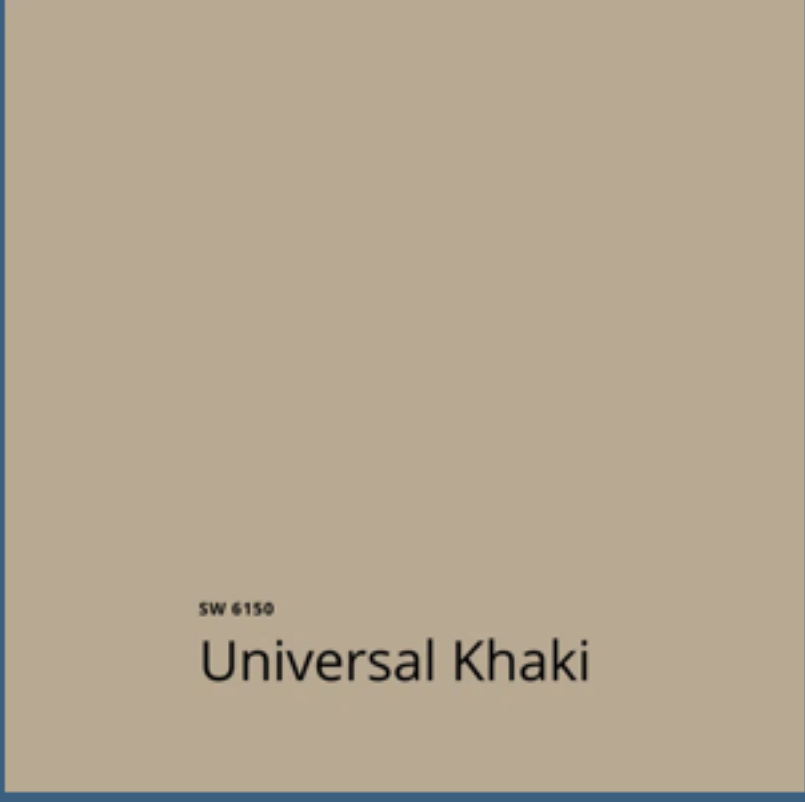
Benjamin Moore

However, Benjamin Moore went with “Silhouette” (AF-655). Said to reflect a design shift away from “athleisure” minimalism toward a more structured, tailored aesthetic. It provides a more classical suiting, polished yet soft energy.

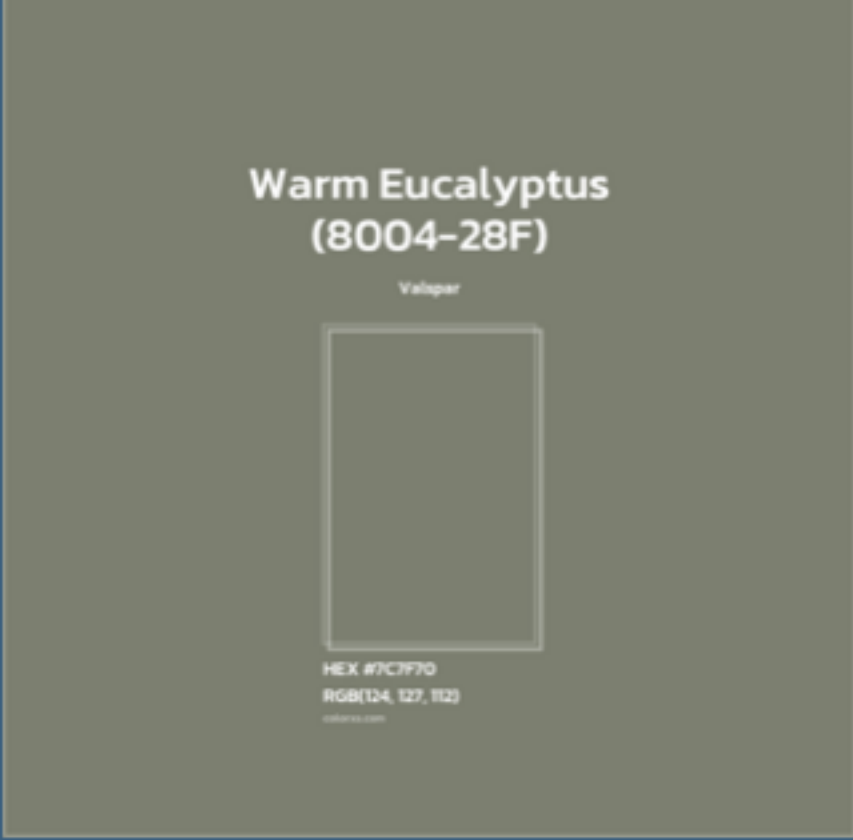


Sherwin Williams

Sherwin Williams selected “Universal Khaki” is described as a warm, inviting and cozy shade to provide a contrast to the cool, industrial greys.



While Behr (Hidden Gem), Valspar (Eucalyptus) and Glidden (Warm Mahogany) echo the same calming tones.



“The design focus for 2026 seems to be rooted in emotional resilience, grounding and a return to organic materials.”

So, the trend appears that the paint suppliers of the world want to inject calm, structure, and clarity into the world in 2026. Again, this might be in contract to the economic turmoil and war laden news – a way to reset and make your space cozy.

For us in the retail supply world what does this mean. While architects, designers, and visual merchandisers don’t always broadcast their exact colour strategies, we can expect these grounding palettes to subtly transform retail walls, fixtures and visual displays.

We may see the White appear in fashion where a bright, undistracted environment is required. In home goods the cozy warmth of Khaki will give store fixtures a residential rather than commercial equipment feel. We anticipate greens like Hidden Gem, and Eucalyptus appearing on custom millwork or POP pedestals highlighting natural freshness for beauty, skincare or POP pedestals. Meanwhile, touches of warm Mahogany is leveraged to anchor spaces with a tone of warm luxury and stability.

Whatever the specific shade, the design focus for 2026 seems to be rooted in emotional resilience, grounding and a return to organic materials. Let’s hope that these colours do lead to a more peaceful and serene year.

Employee of the month →

Sarah Welsch: A Journey from *Criminology to Project Mastermind*





If you had told my younger self that my absolute obsession with planning friend-group trips would one day lead to a thriving career in project management, I probably wouldn't have believed you! Growing up, there was an unspoken pressure that true success meant becoming a doctor or a lawyer. Armed with a BA Hons. degree in Criminology from Western University and a robust background in hospitality I eventually realized my true strengths lay elsewhere. Analytical thinking required to map out complex justice systems paired perfectly with the deadline-driven hustle of the service industry. It turns out, whether you are trying to turn tables on a Friday night or rushing to meet a project timeline, the goal is the same: **deliver an amazing experience so people keep coming back.** Oh, and along the way, I picked up the most timeless piece of career advice from my university gym boss: ***“Never assume anything.”*** It's a classic for a reason!



Today at KD Group, my official title might be Account Manager—though Brad doesn't exactly hand out formal titles—but my day-to-day role really involves wearing a dozen different hats. I pride myself on being a solid communicator; my personal golden rule is to never let a customer's email sit for more than 48 hours! A lot of my learning has come through trial and error, but that's what makes it exciting. I am incredibly proud of our recent Home Depot Bath Aisle execution. Wrangling all the moving parts, like metal and melamine, requires massive organization, but walking through the store and seeing the final display doing its job is incredibly rewarding. My favorite part about KD Group, though, is the family-centric culture. Because of our size, it feels just like growing up playing on a sports team: everyone pooling their unique talents to contribute to one shared goal.

As I look to the future, I have some big aspirations brewing! I'm actively working to expand my network across Canadian hardware stores—specifically champions like Home Depot and Kent Appliances by bringing more awareness to the benefits of our loss-prevention lock-up cages. I'm also dreaming big creatively; I would absolutely love to tackle another high-budget vault display project, like the epic work we did for Kawasaki, or hit the floor at a KD tradeshow to pitch fresh ideas to brand-new clients. When I look at the display industry, I see a fascinating shift toward captivating graphic visuals. Creativity will always be the key point of sale, even as we trend to an era with less traditional "touch and feel" and more digital engagement.

Off the clock when I'm not anticipating project risks, I keep my energy up as an avid F45 gym-goer, having crushed over 150 classes in a single year, and I'm currently sprinting straight toward the 300 milestone. My summers are filled with soaking up the sun while playing golf, beach volleyball, and pickleball. To unwind, I love getting lost in historical fiction, like Kristin Hannah's *The Four Winds*, or traveling back to Toronto to conquer a long-standing bucket list of new foodie spots. And if I could instantly master one dream hobby? I'd be an expert guitar player, combining strumming and fingerpicking just like my dad used to do every evening. Until then, you can find me happily wrangling projects, taking on the next big retail display, and remaining perfectly content eating my forever-favorite meal: mac and cheese!

We create better retail experiences.



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