

**FOR IMMEDIATE RELEASE**  
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**Winner Announced for PAVE x Home Depot  
Student Design Challenge Sponsored by Vanguard Companies**

KANSAS CITY, MO (April 20, 2023) -- Vanguard Companies founded in 1975, is a leading designer and manufacturer of retail point-of-purchase (POP) displays, retail packaging, industrial packaging, and fulfillment services. Today PAVE and Vanguard Companies announce the winner of PAVE x Home Depot Student Design Challenge.

Congratulations Karamalic Jimenez, from the Fashion Institute of Technology's Spatial Experience Design Program (Class of 2023) for being selected as the winner of the 2023 PAVE x Home Depot Student Design Challenge sponsored by Vanguard Companies!

**Winning Concept**

## CONCEPT STATEMENT

Home Depot's smart home end cap not only gives customers the ability to purchase smart home products for their home but the ability to be informed about what these products do and their affordability . This design will allow shoppers to be both engaged and interested in the brand's special features .These smart home products have always promoted their personal help through each and evry products assistance, which has been helping people of all ages become more smart, eager to learn , and entertained at all moments because as Home Depot says "Smart devices make your life easier" .

SKETCHES

THE PROCESS

Behind the logos will be storage drawers to store extra tear pads

COLOR PALETTE

## Excerpt from the Project Submission.

*PAVE Global's Student Design Challenges bring together top student design talent, industry-leading fixture manufacturers, and retail brands for a truly unique opportunity. For this challenge, The Home Depot challenged student designers across North America to concept a merchandising solution within a typical Home Depot store "end cap," by designing a compelling display driving the customer to purchase Smart Home products. The best design was then selected and is in the process of being brought to life by our manufacturing partner Vanguard Companies to be displayed in the PAVE Experiential Zone at Shop! Marketplace next week in Austin, Texas. The student designer behind the winning project, Karamalic Jimenez, will be attending the trade show to present her work in person.*

### WHY THIS FIXTURE?

#### Checklist:

- Help customers navigate themselves throughout the store.
- The floor fixture not only helps display merchandise but stores it as well.
- Tear pads can be changed seasonally according to any sales.
- These tear pads create a sustainable way of purchasing the product and being able to reuse the tear pads for stores that have a higher theft rate

### FLEXIBILITY

Whenever merchandise is low, store associates can replace the products on display with new ones in drawers behind each logo.

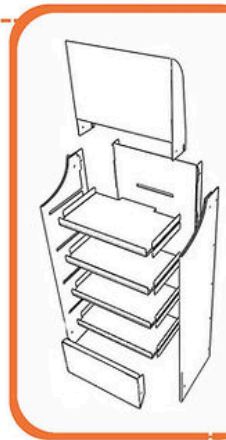


### SET UP

This fixture is composed of cardboard. This will allow the fixture to be lightweight, sturdy, and economical to produce, it also will drastically reduce shipping costs. Cardboard boxes also provide an easy way to assemble, disassemble, and seal the fixture.

### PACKAGING

Cardboard display stands have goods prices as well as durable quality, and easy installation. They may be positioned anywhere and still draw attention from everyone. This display will be used to showcase any new, discounted, or seasonal products. With the help of this retail display, we will be able to display products that make our daily lives easier. Making this display material composed of cardboard will allow just about anyone to be able to build this fixture. This fixture being composed of cardboard not only is easy to put together but will also be easy to deliver because of its lightweight. This material will also go hand in hand with Home Depot's mission to support sustainability.



### **About Vanguard Companies**

Vanguard Companies is one of the industry's leading corrugated merchandising solution partners. Our expertise in point-of-purchase displays, signage, retail-ready packaging, industrial packaging, and e-commerce packaging is demonstrated across every retail sector. These products are amplified by our creativity, high-end graphics, digital printing, fulfillment services and program management capabilities.

We combine the latest shopper intelligence, award-winning design innovation, and technology to provide the most effective omnichannel display and packaging solutions. We are committed and focused on helping companies reduce program cost, create brand value, sell more products, and improve their bottom line. Learn more at [www.vanguardpkg.com](http://www.vanguardpkg.com)

### **About The Home Depot**

The Home Depot is the world's largest home improvement retailer with approximately 500,000 orange-blooded associates and 2,300 stores in the U.S., Canada, and Mexico. The typical store today averages 105,000 square feet of indoor retail space, interconnected with an e-commerce business that offers more than one million products for the DIY customer, professional contractors, and the industry's largest installation business for the Do-It-For-Me customer. Learn more at [www.homedepot.com](http://www.homedepot.com).

### **About Shop! Marketplace**

Shop! MarketPlace is the must-attend trade event for retail industry professionals creating the in-store experiences consumers want today. It's where you can experiment, get hands-on with store concepts, talk with fellow retail experience creators, and engage with award-winning designers and retail thought leaders.

Come to Shop! MarketPlace, where the brands you know share their knowledge in deep-dive presentations, hands-on workshops, and powerful Smart! Talks and keynotes. Then take it to the show floor to discover ways to put your new ideas to work. Learn more at [www.shop-marketplace.com](http://www.shop-marketplace.com).

### **About PAVE Global**

Founded in 1992 as The Planning and Visual Education Partnership, PAVE Global is a 501(c)(3) charitable foundation, with all proceeds benefitting PAVE's educational programs. The organization enables young talent to build successful careers designing and creating consumer environments. Our vision is to cultivate relationships with students, educators, and the design industry through financial assistance, top-industry thinking, inspiration, and mentorship. For more information, please visit [www.paveglobal.org](http://www.paveglobal.org).