



Sustainable Displays Highlight Lunds & Byerlys Signature Store

Challenge

Lunds & Byerlys, a leading regional grocery chain, was opening a signature store in a new mixed-use development. Inspired by the developer’s visionary goals for the site, Lunds & Byerlys sought to add original fixtures made from sustainable materials.

Solution

The Recrylic® team took designs from Shea Inc. and transformed them into signs and fixtures that are as environmentally conscious as they are beautiful.

- A hanging “lettuce bowl” fixture was made entirely from Recrylic certified-recycled acrylic. Pieces were cut to shape and etched with lettering via CNC. They were then drape-formed to achieve a rounded bowl shape and illuminated with energy-efficient LED lights.
- Wall panels were created that displayed Model T imagery, referencing the site’s former life as a Ford Motor Company production plant. The use of *fineline*™ frames achieved a sleek, borderless 1" profile. Laser-dotted light guide plates and diffuser panels enabled bright, even illumination from edge to edge.

Results

The innovative use of Recrylic made the space a visual showcase for the Lunds & Byerlys brand.



CARBON FOOTPRINT

Using Recrylic instead of virgin acrylic raw materials reduced fossil fuel use by 90%.



CIRCULAR ECONOMY

The new items were both 100% recycled and recyclable, creating a sustainable life cycle.



BRAND IMAGE

The eco-friendly signage supported Lunds & Byerlys focus on quality, service and innovation.