TARGET

Transcend Cosmetics Program

Engineering a Nationwide Retail Transformation



1,705	245,000+	40
STORES NATIONWIDE	LINEAR FEET	DAY ROLLOUT

THE CHALLENGE

Target set out to reinvent the cosmetics departments across 1,705 stores nationwide. With no existing design documentation, PM Plastics began with physical prototypes that had to be translated into a fully engineered and manufacturable merchandising system. Hundreds of components would ultimately form 75 finished assemblies and more than 245,000 linear feet of inline cosmetic wall displays. Every location required a unique configuration, with components organized to the individual foot and position.

OUR APPROACH

PM Plastics brought engineering, tooling, manufacturing, quality assurance, and distribution into a coordinated development program. A dedicated team converted physical prototypes into SolidWorks CAD models, developed and checked prototypes, and validated components before production. Tooling and production schedules were managed alongside store-specific kitting and distribution planning so the entire system could be delivered within Target's aggressive installation window.

THE SCALE OF THE ROLLOUT

Approximately 40 truckloads per day for 40 consecutive days, with shipments configured for each store's specific merchandising requirements.

ENGINEERING, EXECUTION & RESULTS

ENGINEERING & TOOLING

Working from physical samples, PM Plastics created detailed CAD models and compared 3D-printed prototypes against the originals to confirm accuracy. More than 80 production tools were developed through ten domestic and international tool shops over five months. Sample components were tested in Pewaukee for fit, function, and quality, with refinements completed before production release.

MANUFACTURING & NATIONWIDE DELIVERY

Approved components were manufactured and assembled into a coordinated merchandising system. Store-specific materials were kitted to precise foot and position requirements, enabling accurate shipments for all 1,705 locations. Engineering, manufacturing, logistics, and installation teams worked together to execute the nationwide rollout within the 40-day window.

COMPLETED INSTALLATIONS





THE RESULT

All 1,705 stores were shipped and installed on schedule. The merchandising system has remained Target's primary cosmetics platform for more than 13 years, demonstrating the long-term value of the program and PM Plastics' ability to manage complex nationwide retail rollouts.



CUSTOMER RECOGNITION

2013 Target Partner Award of Excellence

Retail Applications / Store Fixtures