



NGS

NGS FILMS AND GRAPHICS

PROVIDES COLORFUL SOLUTION FOR COST-CONSCIOUS DOLLAR TREE, INC.

CLIENT

Dollar Tree, Inc. | Tim Gleim, Director of Retail Store Development

CHALLENGE

Dollar Tree needed opaque window film to hide the backside of exposed racks against storefront windows and to provide customer privacy at the registers, while presenting an attractive and inviting store. However, their black film was making the stores hot and damaging the window glass, and their white film made stores look closed.

SOLUTION

A custom, PVC, solid-pigmented (not printed) color window film from NGS Films and Graphics, manufactured in Dollar Tree's branded green throughout, includes a 10-year warranty and can be installed on the interior and exterior with the same look.

RESULTS

Dollar Tree now has an affordable, brand-boosting window film that keeps stores private, attractive, and relaxing, and they have a nationwide partner they trust to help them open new stores fast.

Dollar Tree, Inc. is a well-known leader in retail: a value-driven variety store where everything costs only \$1. This low price point has brought stunning success; Dollar Tree operates more than 14,000 stores in the US and Canada, and the Dollar Tree, Inc. family includes Family Dollar and Dollar Tree Canada (formerly Dollar Giant).

Dollar Tree differentiates themselves with clean, well-organized stores that are comfortable and private for customers, and part of their privacy strategy includes blocking visual access of cash registers from passersby outside. This requires opaque window film.

DAMAGED, OVERHEATED BLACK WINDOWS NEEDED AN UPDATE

Historically, Dollar Tree used black film to cover their windows because it was affordable and effective, but the black film trapped in heat and damaged the glass it was placed on. When they switched from black film to white film, Dollar Tree's stores looked papered over and abandoned.

They needed a solid-color film in brand-custom green that would look the same both inside and outside the store, but this presented another challenge because printed films have white backings and Dollar Tree didn't want to sacrifice the beauty of their store interiors.

GREEN IS THE NEW BLACK: SOLID-COLOR PVC FILM FROM NGS IS THE PERFECT FIT

Dollar Tree had worked with NGS Films and Graphics before for security films and solar films, and this time NGS suggested PVC film: a thin piece of opaque plastic custom manufactured in Dollar Tree's branded green. The film was both affordable and effective, and its solid color made it easy to install since it could be cut to fit windows of any size or complex design.

The film from NGS helped Dollar Tree maintain their clean and relaxing brand, while concealing exposed fixtures and enhancing customer privacy. They now have a more inviting storefront and store interior.

COST SAVINGS THAT MATCH THE DOLLAR TREE PHILOSOPHY

Since Dollar Tree sells everything for \$1, price point is an extremely important metric for them. Not only is the film from NGS Films and Graphics affordable and long lasting, it also offers a 10-year warranty, instead of the 3-5 year industry standard, providing a durable product at a great price.

In addition, the high-quality service from NGS satisfies Dollar Tree's need for fast turnaround times, rapid store openings, and expert installations in the variety of tricky weather situations that North America faces.

A SOLID WIN FOR DOLLAR TREE, DELIVERED BY NGS FILMS AND GRAPHICS

Not only are Dollar Tree stores eye-catching and enticing with their custom-color window film, the company also protects store inventory when they use TRI-SHIELD, the proprietary solution from NGS Films and Graphics that offers triple-layered protection to stop thieves in their tracks.

One Dollar Tree tagline that summarizes the fun of variety-store shopping for only \$1 is, "It's all about the thrill of the hunt!" When Dollar Tree started a hunt of their own for a solution that would improve their stores, they finally found the treasure they were seeking: a low-cost, high-quality, custom window film from NGS Films and Graphics, who is now their go-to partner for quick response times; great service; and lightning-fast, hassle-free opaque window film installation nationwide.

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Dollar Tree needed opaque window film to keep their stores private and comfortable, but black film was too hot and white film made them look permanently closed. After choosing NGS for green color film, Dollar Tree was impressed by NGS's high levels of service and expertise.

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JAMES BEALE
MANAGING PARTNER | NGS