



**CWD**  
CUSTOM WOOD DESIGNS

**Custom  
Made POS**

CUSTOM WOOD DESIGNS IS COMMITTED TO DELIVERING HIGH-QUALITY, SUSTAINABLE PRODUCTS.

# Sustainable Solutions from Custom Wood Designs

Our mission at Custom Wood Designs is to seamlessly merge skilled craftsmanship with distinctive branding, creating bespoke wood products that are not only functional but also carry unique stories and identities. We are dedicated to delivering unparalleled quality and creativity, ensuring each piece resonates with our clients' visions and stands as a testament to the art & variations of woodworking.

## Summary of Services and Capabilities

We offer a comprehensive service, starting from detailed design conceptualization to expert manufacturing. Our workshop is equipped to handle a variety of projects, ensuring precision and quality in every piece. We specialize in a range of wood finishes, applying techniques like painting, lacquering, oiling, and staining, all overseen by our master wood finisher. Whether it's bespoke signage or unique point-of-sale displays, we're committed to delivering exceptional wood products tailored to our clients' needs.

If you would like to discuss a project please get in touch

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Custom Wood Designs on LinkedIn



# Display Types

We design & manufacture in Ireland 🍀

## Counter Display



Maximize your checkout appeal with compact displays designed for impulse buys and last-minute addition

## Freestanding



Versatile and eye-catching, these units stand out in store aisles, inviting customers to browse and engage.

## Gondola Display



Optimize end-of-aisle space with displays that attract attention and showcase a variety of products.

## Interactive



Engage and inform with interactive elements that provide a hands-on experience for customers.

## Statement



Make a bold brand statement with prominent displays that highlight featured products and new arrivals.

# Design & Space Planning

Looking for guidance and craftsmanship for your store layout? At Custom Wood Designs, we not only assist in designing your retail space but also bring those designs to life. Our team collaborates with you to understand and visualize a layout that fits your brand, and then we make it a reality. From planning to manufacturing, we're with you every step of the way to ensure your space is both welcoming and functional, maximizing its potential for your business needs. Contact our design team to discuss your project.

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# Materials

**Softwoods:** Including the timeless appeal of Cedar, the resilience of Spruce, and the versatility of Pine, perfect for lightweight yet durable constructions.

**Hardwoods:** We select the finest grains of Oak, Ash, Beech, Mahogany, Walnut, and Cherry, each offering unique hues and robust character for premium projects.

**Sheet Materials:** Birch plywood stands as our go-to for its excellent strength-to-weight ratio and smooth finish, ideal for intricate detailing and complex builds.

**Veneered Panels:** Our range spans Oak to Walnut, each bringing its distinct texture and elegance, providing the opulent finish desired for high-end displays.

# & Finishes

Finishes are designed to enhance the natural beauty of the wood while providing lasting protection. Options include..

**Coloured Stains** These allow the wood grain to show through while adding a tint of color, maintaining the natural charm of the wood.

**Solid Colour Paints** Applied with precision, our paints provide a solid, uniform color, primed and finished to perfection for a sleek look.

**Oils** Perfect for achieving a natural, matte look, our oils slightly darken the wood while enhancing its color and texture.

**Lacquering** Our high-quality lacquer finish imparts a sophisticated sheen, safeguarding the wood while highlighting its depth and color, perfect for a touch of elegance.

No matter the material—be it natural wood or engineered solutions—we ensure it is chosen for its suitability to the product's use, aesthetic appeal, and longevity. We collaborate closely with our clients, offering an array of materials based on the best application for their bespoke displays.





# Counter Display Units

CDU'S

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# About

Our countertop displays are available in a variety of finishes, including natural wood, stained, painted, or customized to match your brand's color scheme. Each display is finished to perfection, ensuring a sleek and polished look that reflects the quality and craftsmanship of your brand.

We offer customizable branding options, including laser engraved or CNC Carved logos with various paint options.

Whether you're showcasing jewelry, cosmetics, food or drinks our displays provide a stylish and effective platform for highlighting products and capturing customers' attention.

Compact yet impactful, our countertop displays can be made to any size. Perfect for retail stores, boutiques, or trade shows, offering a versatile and eye-catching solution for showcasing the merch.

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# Rustics

At Custom Wood Designs, we specialize in creating rustic counter displays that not only showcase your products but also elevate your brand presence. Crafted with care and attention to detail, our rustic counter displays offer a timeless charm that draws customers in and leaves a lasting impression.

With various finishes and branding options available, our counter displays can be customized to perfectly complement your brand aesthetic and messaging. Whether you prefer a natural wood finish for a rustic feel or a painted surface for a pop of color, we have the expertise to bring your vision to life.





# Premium

We understand the importance of making a lasting impression in-store, and our premium counter displays are designed to do just that. Crafted with precision and attention to detail, our displays offer a sophisticated and elegant solution for showcasing your products and capturing the attention of customers.

Studies have shown that well-designed displays can significantly influence purchasing decisions, with up to 70% of purchase decisions made in-store. By investing in a premium counter display from Custom Wood Designs, you're not just showcasing your products—you're creating an immersive and memorable shopping experience that drives sales and fosters customer loyalty.



www.customwooddesigns.ie



# Free Standing Display Units

Testimonial

'Custom Wood Designs carried out fantastic work for us and continue to do so. Their attention to detail and the level of skill that went in to designing our displays was impeccable. They are at the top of their game in terms of craftsmanship and artistry and are a highly valued supplier to us. I would definitely recommend any company to use them if looking for bespoke wooden permanent displays in store!'

# About

In the competitive landscape of retail, making a memorable impression is essential for both new and existing brands. At Custom Wood Designs, our rustic and premium freestanding display stands offer a unique opportunity to captivate customers and elevate your brand presence in-store.

For new brands, an eye catching display can be the difference between blending in and standing out. Our rustic freestanding display stands exude warmth and authenticity, creating a welcoming atmosphere that draws customers in and invites exploration making a powerful first impression on shoppers and establishing credibility for your brand.

For existing brands looking to refresh their in-store presence, our premium freestanding display stands offer a sophisticated and polished solution. Built from high-quality materials and finished to perfection, our displays exude elegance and refinement, elevating your brand image and reinforcing your commitment to excellence. With customizable branding options and versatile design features, our premium stands allow you to refresh your in-store displays with a touch of luxury, capturing the attention of customers and reinvigorating interest in your products.

Whether you're a new brand looking to make a splash or an existing brand seeking to make a statement, Custom Wood Designs' rustic and premium freestanding display stands offer the perfect solution. Let us help you create a display that leaves a lasting impression, drives sales, and sets your brand apart in the minds of customers.

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# Classic Premium

Our premium freestanding display units are designed with versatility and customization in mind. With a wide selection of wood and veneer materials to choose from, as well as various branding options and custom finishes, you can create a display that perfectly aligns with your brand aesthetic and messaging.

Engraved branding, executed through CNC carving or laser etching, offers a bespoke touch, allowing brands to showcase their identity with precision and clarity. Complete with options for paint fill to accentuate logos and messaging, our stands are not just displays but strategic brand assets designed to captivate and engage customers effectively.



# Classic Rustic

Our classic rustic display stands that add warmth and character to any retail environment. Built to last from high-quality materials and finished with an artistic, rustic look our display stands exude timeless charm and authenticity. designed & made to customers' specifications and fully customizable to match your vision. Whether you're showcasing artisanal goods, specialty products, or seasonal items, our classic rustic display stands provide the perfect backdrop to highlight your merchandise and create an inviting shopping experience for your customers.



# Full Colour

We understand the power of a well-designed display in driving retail performance. Our premium freestanding display units are meticulously crafted to enhance your in-store experience and drive sales. Studies have shown that well-designed displays can increase sales by up to 30% or more, while eye-catching displays capture the attention of shoppers and increase brand recall. Customers perceive products displayed on premium-quality fixtures as higher in value and quality, leading to increased sales opportunities. With customizable branding options and various wood and veneer materials available, our premium freestanding display units offer endless possibilities for creating a retail environment that leaves a lasting impression on customers and drives results for your brand.

# Stains, Paints & Polishes





# Crate Style...

[customwooddesigns.ie](http://customwooddesigns.ie)

# About

Bespoke, rustic wood display units combine functionality with a sophisticated aesthetic, ideal for brands looking to present their products in an attractive and organized manner. We offer natural finish or rich colored stains to enhance the wood's natural patterns while providing a polished and professional look. The prominent laser-engraved branding serves as a powerful marketing tool, catching the eye and communicating the brand's identity clearly.

Tailored to suit any retail environment, these units are durable ensuring the display stands up to the demands of high-traffic areas. Branding, shelving, sizing etc. designed to showcase a variety of products, making it a versatile option for displaying goods ranging from food items to retail merch.

The Key benefits

**Aesthetic Appeal:** Natural wood offers a more refined look, appealing to brands with a sophisticated image.

**Brand Visibility:** Engraved branding provides a permanent, high-contrast solution that is immediately recognizable to consumers.

**Durability:** Long-lasting addition to any retail setting.

**Customization:** As with all our products, this display can be fully customized in size and specification to meet the unique needs of your brand.

**Versatile Display:** It's designed to adapt to various products, maximizing the efficiency of the retail space and improving the shopper's experience.

This stained wooden POS display is more than just a shelf for products; it's a strategic investment in your brand's retail presence, designed to enhance the shopping experience and make a lasting impression on your customers.

**Crafted with Love in Dublin** 🍀

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# Rustic Natural

Warmth and authenticity

Our rustic freestanding display stands create a welcoming atmosphere that draws customers in and invites exploration. With natural wood finishes and artisanal craftsmanship, these displays tell a story of quality and heritage, making a powerful first impression on shoppers and establishing credibility for your brand.



# Rustic Stained

Custom Wood Designs' original rustic freestanding display stands

Let us help you create a display that drives sales, and sets your brand apart in the minds of customers.



[www.customwooddesigns.ie](http://www.customwooddesigns.ie)



# Classic Branded Crates

# Rustic Stained

Our custom-made crates offer a unique and eye-catching solution for showcasing products while effectively communicating your brand message.

Available in a variety of colors and finishes to meet your specific needs and preferences. Whether you prefer a natural wood finish, a bold colored stain, or a custom-branded design

Each crate is custom-made to fit your product specifications, ensuring a seamless fit and a cohesive look.



# Rustic Natural

Perfect for displaying a wide range of products, from artisanal goods to specialty items, our branded wooden crates offer versatility and functionality while adding a touch of rustic charm to any retail environment.





prokulture

ORGANIC  
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# Tiered Display Units

# Tiered

In essence, tiered displays help to draw customers' attention upwards and encourage browsing, often resulting in increased engagement and sales. They're particularly useful for displaying products that come in multiple varieties or flavors, as seen with brands like Nobo chocolates, where different options can be neatly organized and visually accessible on each shelf.



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# Tiered

Our Tiered Display Stands are crafted to spotlight your merchandise with elegance and innovation. Tailor-made to complement your products, they offer an inviting, multi-level presentation that encourages exploration and purchase. Sturdy, stylish, and built to fit your brand, these displays are the ideal solution for distinctive, eye-catching retail showcases.



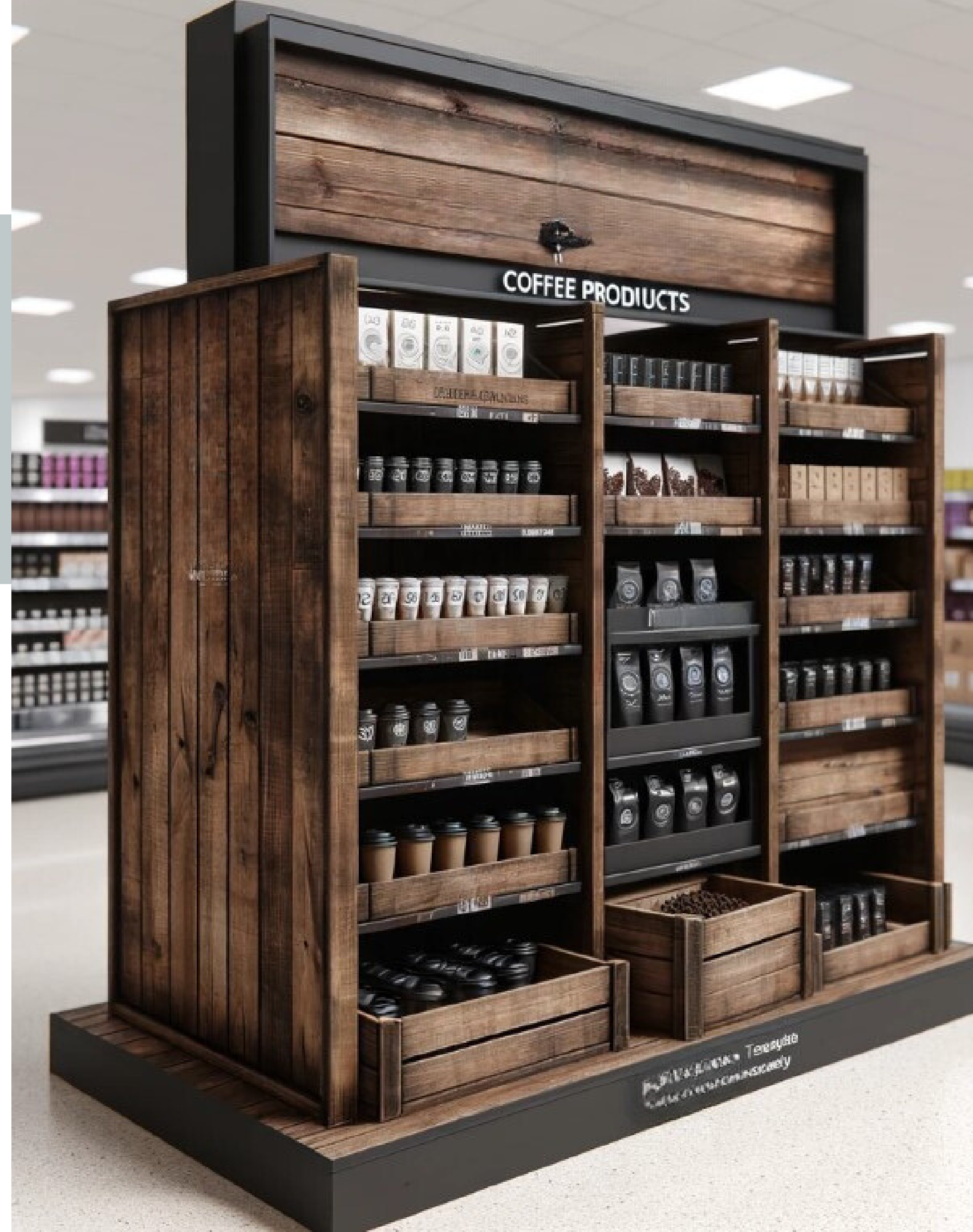


# Gondola & Island Displays

# Gondola

Featuring a sturdy and robust construction, our gondola-type display units are built to withstand the demands of high-traffic retail environments while providing ample space for product presentation. With adjustable shelving options, these units can be customized to accommodate various product sizes and configurations, ensuring maximum versatility.

Designed with branding in mind, each unit offers opportunities for personalized customization, allowing you to showcase your brand identity effectively. Whether through engraved logos, branded headers, or customized finishes, our gondola-type display units are tailored to reflect the unique personality of your brand.



# Large Format

We understand the importance of creating impactful in-store displays that not only showcase your products but also capture the attention of your customers. That's why we're proud to offer our large format in-store displays, designed to make a statement with style and sophistication.

Similar to a gondola but on a larger scale, our custom-made displays are meticulously crafted to suit the individual needs and aesthetics of each store. Whether you're looking to create a bold centerpiece or a functional display that seamlessly integrates with your store layout, our team will work closely with you to bring your vision to life.



# Fresh Produce

Choose our premium fruit and veg custom-made displays to make a statement in your store while demonstrating your commitment to sustainability. Let your fresh produce shine in an elegant and environmentally friendly display that captures attention and inspires customers to make 'earth-conscious' choices 🍀



# Bottle Display

Our displays are designed to accommodate a variety of bottle sizes and shapes, making them ideal for showcasing a diverse range of beverages, from wine and spirits to craft beer and specialty drinks. With adjustable shelving and modular designs, you can easily customize the layout to suit your specific product lineup and display requirements. Whether you're a retail store, bar, restaurant, or event venue, our custom-made bottle displays will help you make a statement and create a memorable experience for your customers.



# Interactive Displays

Interactive POS displays, where cutting-edge technology meets timeless craftsmanship to create engaging and immersive retail experiences. Our freestanding units seamlessly integrate interactive features such as screens, NFC, and QR codes to deliver in-store messages and enhance customer engagement.



# Modular Displays

Our modular retail displays, expertly designed to offer flexibility and versatility in showcasing your products. These displays are made to meet the unique requirements of each customer, providing a customizable solution that can easily adapt to changing retail environments.

Our modular retail displays are engineered for ease of use and convenience, allowing for effortless adjustment and reconfiguration to accommodate different product layouts and promotional campaigns. With modular components that can be easily interchanged and repositioned, these displays offer endless possibilities for creating dynamic and engaging retail experiences.





**For more retail products please visit this link**  
**<https://customwooddesigns.ie/pages/collections-retail>**





# Why work with us

We pride ourselves on a customer satisfaction rate that speaks volumes, with durable, long-lasting products that stand the test of time.

## **Unmatched Quality**

At Custom Wood Designs, we like to think that we create experiences that connect your brand to your audience. Our commitment to excellence is reflected in every facet of our work, from the first sketch to the final installation. Here's why partnering with us is the right choice for your business..

## **Tailored for Your Brand**

Our extensive customization options ensure that each display is a perfect fit for your brand's unique narrative and aesthetic.

## **Reliable Delivery**

With an impressive on-time delivery rate, we guarantee that your displays arrive when you need them, every time.

## **Trusted by global brands & retailers alike**

A high rate of repeat business demonstrates the trust and satisfaction our clients place in our services.

## **Eco-Conscious Approach**

We are dedicated to sustainability, using environmentally friendly materials and processes that align with your brand's green initiatives.

## **Proven ROI**

Our clients enjoy a tangible return on investment, with displays designed to increase customer engagement and boost sales.

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**Retail display, design & manufacture**

**Sustainable Solutions from  
Custom Wood Designs**

**Any questions ? Give us a call or drop us an email**

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