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FOR IMMEDIATE RELEASE

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RED CHARIOT WELCOMES ARCHITECTURAL SYSTEMS, INC. TO *RETAIL COLLABORATIVE*

Architectural Systems, Inc. brings 20 years of interior finish expertise to Red Chariot's Retail Experience Immersion Center

Minneapolis, MN (March 7, 2011) – The newly unveiled Red Chariot group provides a refreshing approach to enhancing the customer experience at retail. Red Chariot works directly with retail and brands to increase shoppers' in-store time, interaction with brands and overall affiliation they feel with products and services. The Red Chariot group, which is fueled by PD (formerly Process Displays) in Minneapolis, is pleased to welcome Architectural Systems to its *Retail Collaborative*.

Red Chariot offers two unique areas of expertise in which retailers and brands can leverage:

- **A Retail Store for Retailers** – In addition to the non-biased strategic insights the Red Chariot team brings to each partner, the group has developed a design facility complete with a branded retail store. Serving as a true stimulus, the store allows retailers to physically walk through a location and experience how sound, light, color, material choices, mobile devices and other elements can influence shopper behavior.
- **Working “en charrette”** – This collaborative effort by the entire team takes those store observations and marries them with individual expertise and insights to make them actionable to improve the shopper experience.

To support the on-site in-store experience and the productivity of the charrettes, Red Chariot has created one of their most valuable assets – **The Retail Collaborative** – Key partners are made available to Red Chariot clients to enhance each aspect of the process. Bringing the best minds together results in the most fruitful charrettes and workshops.

Architectural Systems, Inc. is an important member of the Retail Collaborative, bringing its twenty years of expertise working with designers and retailers to deliver design solutions for interior finishes, such as dimensional and textured wood panels, flooring, decorative and specialty surfaces, display and visual merchandising elements. Many of the Architectural Systems products can be experienced first-hand at the Red Chariot retail store, installed in actual applications.

(more)

“The new ‘normal’ has created demand for the Red Chariot concept,” said Nancy Jackson, President of Architectural Systems, Inc. “Not only are retailers and brands crunched by shorter timeframes and smaller budgets and staffs, but consumer behaviors have changed dramatically. Shoppers come to the store well educated and with smart phone in hand. The retail experience has to offer something different, something more; the brand experience has to be palpable through all the senses. We are thrilled to join industry leaders as a part of the Red Chariot Retail Collaborative. We believe this endeavor will showcase in real life what we believe is the future of retail.”

Other Retail Collaborative partners include:

AudioBrain – Full service music and sound production company specializing in Sonic Branding and interactive audio.

Hera – One of the leading, most innovative display lighting companies in the U.S.

MARS Shopper Marketing – An industry leader in market research and strategic insight into the shopper mindset

“The Architectural Systems team specializes in translating a brand into materials,” said Mark Murray of Red Chariot. “From the most unique and interesting materials found in a store’s flagship location to budget-sensitive and/or performance issues found at an outlet location, Architectural Systems is able to protect a brand’s design intent within budget. Architectural Systems will be a key member of our Retail Collaborative.”

Red Chariot is currently scheduling visits for March 2011. Visit www.theredchariot.com for more information and follow @redchariot on Twitter for retail insights, tips and trend information.

About Red Chariot

Red Chariot was first conceived by PD in Minneapolis (formerly Process Displays) in January 2010 to better assess the current state of retail and what could be done to improve it. After months of reflecting upon decades of first-hand experience (good and bad), understanding the new shopper mindset and interviewing leaders in store planning, shopper marketing, merchandising and design, the team developed a collaborative forum for retailers and brands alike. The result is a real time planning to production model – complete with a fully functioning retail store to serve as stimulus. The goal: work with client teams to create highly valued shopping experiences.

About Architectural Systems, Inc.

Established as a leading international distributor of architectural and sustainable materials, Architectural Systems, Inc. (ASI) is recognized by the design industry for its collective eye on "WHAT'S NEXT®." Architectural Systems' distinctive brand-name collections offer fresh, innovative solutions for commercial interiors and are streamlined into five categories: [ASI Wood Panels](#), [ASI Flooring](#), [ASI Decorative Surfaces](#), [ASI Specialty Products](#) and [ASI Display and Furniture](#). The company's products are confidently specified by the foremost architecture and design firms and installed globally in major retail, entertainment, hospitality, corporate, healthcare, education and institutional projects. Visit Architectural Systems in its [5,000-sq.-ft. showroom](#) in New York City's Chelsea Design Center, or view the website at www.archsystems.com for additional collection offerings and the full line of interior finishes.

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