

Our Team

Rock Eagle Store Fixtures has provided custom retail displays and store fixtures to the retail industry for over 20+ years. With some of the country's largest retailers choosing Rock Eagle for their retail displays and store fixtures, we have the experience and expertise to assist in a wide range of projects.



Rock Eagle Store Fixtures' commitment to providing only the highest quality retail displays and best in customer service begins with our team of top-notch employees. All employees must adhere to our company policy and our commitment to quality.

As with all industries, the retail display and store fixture market is constantly changing. Our ability to adapt to these changing conditions means all employees must to be continuously trained and updated with the most current information on the proper manufacturing techniques and standards.



Our CNC Router technology is also updated on a regular basis and employees receive the proper training for operation and programming of the machine.



Our projects vary from large roll-out orders such as the Sears/Lands' End CashWraps to thousands of Knock Down Tables (KD Tables shown left) to one time construction of a replica Budweiser Cart (see projects page) or of the signature "Wave Wall" in Ft. Lauderdale, Florida (shown below, see projects page for more).

Regardless of the size or scope of the retail display or store fixture project, the same quality standards apply. Only products that meet or exceed the customer's standards will leave our facility. We strive to provide the highest quality products with the best in customer service and all of our customer's can expect 100% satisfaction guaranteed!!



Call us today for help with your next project!!

Direct Line: 800-747-2270
Fax: 706-484-0002



Key Employees



Michael W. Crowley, President

-Founder of Crowley's Caseworks and Rock Eagle Store Fixtures

**-Creator of the award winning retail display concept:
The GrooveTube Fixture System™, US Patent 6,131,523**

With over 25 years experience in the commercial cabinetry and retail display industry, Michael Crowley oversees and coordinates all operations from the initial design stages to the final product construction and delivery.




John Patterson, Director of Operations and Project Manager

Bringing over 20 years of experience in the commercial cabinetry and retail display manufacturing field, John Patterson coordinates and oversees operations on all projects. With his vast knowledge and expertise of CNC Router technology, John also leads in all programming and operation of the CNC equipment.



Scott Crowley, Director of Marketing & Sales, Operations Manager

With over 7 years experience in the commercial cabinetry and retail display industry, Scott Crowley assists with operations from the initial design stages to the final product construction and delivery. Scott is the primary contact for all sales inquiries of retail displays and store fixtures.



Lynn Crowley, Office Manager

With over 20 years experience in the administrative side of the commercial cabinetry and retail display industry, Lynn Crowley oversees all office operations and manages all customer accounts.