

CASE STUDY

# 1 RETAILONE



DRUMMOND.COM

**DRUMMOND**  
experience reimagined



## Consumer Experience Reimagined

Drummond partnered with the client to provide a one-stop service to their customer with millwork, onsite graphic production, and installation onsite. From creation through production, distribution, installation compliance, and performance reporting, our team ensured a high level of service and brand continuity throughout the project.



## The Challenge

The client is a design company that also has a millwork facility. The client is working with a retail business chain to remodel existing stores that will enhance the customer's experience.

We partnered with the client on their graphics and installation needs for the remodeling they designed and sold. The millwork products are a design element to create a mood and design a theme inside the store. The client's millwork was used as an interior decorative and functional feature.

### Key Challenges include:

- The retail store needed to remain open during remodel
- The C-store remodel program included remodeling one store every week for over 1.5 years.
- Work started on a Saturday night and finish on Tuesday night
- Remodel work was done overnight to minimize the impact on the stores



Pre-Remodel



Post-Remodel



## Reimagine The Results

The remodel included working alongside the client's millwork team who replaced the millwork and surface countertops. We simplified and optimized the branded materials supply chain for the client.

- Installing printed permanent wallcovering and LED wayfinding signage
- Paint and patchwork
- Repairing, painting, and updating areas that did get wallcovering
- Created a brick wall using faux brick pieces that fit perfectly together for behind the checkout area

Drummond streamlined the production and installation process with real-time management of production stages. Following the completion, we received the client's sign-off on execution, signage creation, and installation per compliance.

Drummond prides itself on working with clients on every step of design, production, and installation to ensure a project's success. Our holistic system creates a more sustainable cycle with more efficiency and less waste.

**Whatever your marketing challenge, we want to hear about it!**



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## **About Drummond**

Drummond helps brands take their customers' experience to the next level by bridging the gap between digital and print, simplifying the process of taking an idea from concept to execution, and delivering the right solutions on time, every time.

## **GET IN TOUCH**



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