

PETCO

ROLLOUT



BACKGROUND

For nationwide chains, updating hundreds, if not thousands of stores can require a high level of coordination to ensure that customers can still access the same products they have come to love, while the retail space gets a visible refresh. This challenge was exactly what the country's largest pet retailer, Petco faced when needing to install fixtures and merchandise arrangements in 142 stores, located across a large geographical area.

PETCO NEEDED A ROLLOUT INSTALLATION AT HUNDREDS OF LOCATIONS. THE BEAM TEAM DELIVERED, LEVERAGING ITS NATIONWIDE NETWORK.

THE OPPORTUNITY

The interior remodeling project involved the assembly of several new merchandise displays and fixtures. Electrical work had to be completed to ensure that all new installations were up to code and approved in accordance with local compliance requirements. With over 140 stores to be completed, teams of workers had to be assigned to expedite the work as much as possible.

THE SOLUTION

Electrical work was subcontracted out to reputable electricians while the Beam Team assigned one expert contractor to each store location. Freezers were removed and replaced with a custom built 4' gondola fixture in its place. The entire interior remodeling project was completed on schedule, within 10 days, for all 142 retail locations.



Petco's 142 stores roll out new electric gondolas. The Beam Team did it with a national network of tradespeople.