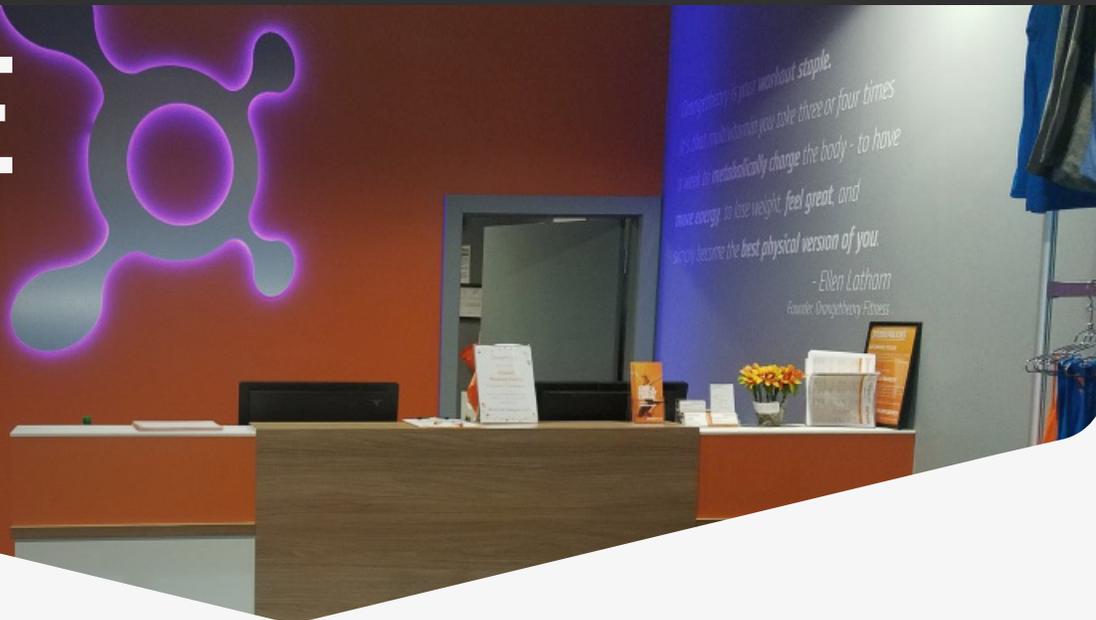


# ORANGE THEORY

## INTERIOR REMODEL



### BACKGROUND

For retail stores, the showroom floor and overall customer experience is key in promoting your brand. For nationwide fitness chain, Orange Theory, their customers have come to love and know their unique layout and colors. With any interior store remodel, the key is to precisely execute the designs to specifications as well as ensure that the final product has the highest level of craftsmanship while being delivered on time, and within budget.

FAST-GROWING ORANGE THEORY CALLED FOR UPGRADES AT TWO LOCATIONS. THE BEAM TEAM REMODELED LOCATIONS IN FLORIDA AND GEORGIA.

### THE OPPORTUNITY

For this interior construction project, two Orange Theory fitness facilities in Ft. Lauderdale, FL and in Atlanta, GA had to be completely remodeled according to strict corporate guidelines. New interior walls had to be erected and painted, new lighting had to be wired, and all guest areas, including restrooms and locker room areas, had to be skillfully remodeled. The confined space of the locations served to pose a unique challenge and made the timing and coordination of various work crews to be of the utmost importance.

### THE SOLUTION

The Beam Team applied their decades of construction and installation service expertise to manage and complete interior remodeling for the two locations. With GC licenses in every state, each interior construction site was assigned a Beam Team supervisor and project manager to oversee the remodeling and finishing work by coordinating, planning, and supervising a large crew. All interior work, including the replacement of all lighting, retail and equipment fixtures, as well as the remodeling of the restrooms and locker room facilities were completed within one week.



To meet strict brand guidelines for Orange Theory, The Beam Team took on electrical, plumbing and more on tight deadlines.