

PUBLIX

FIXTURE & MERCHANDISING INSTALLATION



BACKGROUND

Who hasn't stopped at the deli in their local grocery store on a Saturday, ordering that weekend's meats or sandwiches for the family?

The display, graphics and lights have become a science, and if you've been to a Publix, you know this successful chain prides itself on its in-store delis. Attention to detail by design, coupled with excellent craftsmanship, add up to powerful marketing and sales. A project like this requires expertise in electrical work, millwork, casework, fixture installation, refresh, and merchandising.

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THE OPPORTUNITY

Publix engaged The Beam Team to perform installations of its Boar's Head Fresh Sliced refrigerated deli cases in 87 locations throughout the southeast region. The project required The Beam Team's expertise across several skilled trades. First, old millwork at each location needed to be demo'd. Next, power was pulled from existing convenience circuits and dedicated circuits with a twist lock needed to be installed. Lastly, new millwork was installed before the deli cases could be stationed in their

new locations. Meanwhile, each Publix store features slightly different footprints, so adjustments would be made on-site to accommodate any differences.

THE SOLUTION

The Beam Team performed the Boar's Head Fresh Sliced deli case installations at all 87 sites, working nights to complete the project within 30 days. Because of their outstanding completion record, Publix awarded The Beam Team its remaining 300 locations.



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