

# Case Study: Rebrand for Grocery Chain



## Company profile

### *Dave's Markets*

- 14 store chain
- Privately held
- Known for their beautifully executed stores and signage
- Neighborhood based with strong concentration
- Thriving against 5 other grocery chains in the area and numerous big-boxes and Super stores

## Business situation

Client has been test marketing a concept for “Right Item, Right Price” in two stores. They have decided to launch this concept store wide, and at the same time reestablish the chain as your neighborhood grocery through a series of bus graphics, and signage that highlights workers at each store that live in each neighborhood. Looking to further their success as a chain on the local merchandise they carry to each neighborhood they serve.

## Technical situation

Because Dave's Markets has a mixture of store formats and physical differences they looked to Butler Color Press to planogram all of the outsides of their stores. Dave's has built from the ground up some stores, but others have been purchased from Tops Markets, and/or are in historic locations/buildings. There was a need to coordinate the color scheme as well across all materials that encompassed, paper, pvc, styrene, coroplast, vinyl and different manufacturing techniques with many different ink sets.

## Solution

Butler Color Press (BCP) went to each location and documented the window schemes and entrance ways of each location. BCP also coordinated and specified all the materials to utilize for deployment based on the artwork that was being developed with Dave's ad agency. BCP was able to be a part of the brainstorming in the beginning of the process.

## Benefits

Because BCP was involved early on we were able to achieve a highly-cost effective deployment of the in-store rebrand which is phase one by matching the correct material to each individual piece from pallet signs, to fascia signs, hanging signage, aisle violators and toppers.

## Products and services used

- a. Printing and die-cutting of PVC, Coroplast, Paper, Board, Vinyl and Synthetics with UV and conventional printing ink sets.
- b. Printing presses: Roll fed, flatbed, digital and offset.
- c. Bindery services: included Die Cutting, Lamination
- d. Kit was made for the client and agency that has a set of planograms for each store and a photo library