

# EQUIPMENT, DESIGN AND OPERATIONS

2011 HANDBOOK



The Front End  
The Selling Floor  
The Perimeter  
The Backroom

Architecture/Design/Décor  
Engineering/Climate/Energy

GROCERY  
HEADQUARTERS

A SUPPLEMENT TO GROCERY HEADQUARTERS MAGAZINE

# Moving Beyond Design Insanity

*...a retail design firm that provides the same level of service over and over while expecting a different result for their client at store level.*

**Design** (de·sign) to plan and fashion skillfully

**Insanity** (in·san·i·ty) doing the same thing over and over and expecting a different result (Albert Einstein)

As a design firm specializing in grocery store and supermarket fixture planning, interior design/decor, architectural design, equipment procurement, project management and construction supervision, **Steve Mehmert**, president of Mehmert Store Services responds to the need for change in the design industry.

**You have referenced the phrase "Design Insanity". Can you elaborate on that?**

Professional store planners and designers today have the responsibility to improve the end result for our clients which requires changing the entire design process. They (the retailers) are out there fighting a different kind of battle against many different and non-traditional competitors. They need a different approach to compete and we need to do our part to provide that new competitive edge.

The design process can no longer just be about how many feet of produce and how many feet of shelving and put the deli in that corner and the dairy back there. As designers and project managers we must educate ourselves about our industry at a higher level. We must be up for the challenge of pursuing different and unique methods and ideas that provide retailers with the opportunity to capture the market share they need. We need to do this through innovative design, energy efficient facilities and with equipment that is cost effective to own and operate.

**...innovative design, energy efficiencies, cost effective equipment. How are you accomplishing these goals for your clients?**

We have the industry experience to provide a seamless approach to every supermarket project. It is all we do. Our centralized process includes staff trained to manage fixture planning, interior design/decor, architectural design, equipment procurement, project management and construction supervision. As supermarket specialists we bring qualified people together on one team and capture everyone's strengths to eliminate gaps that result in extra costs.

We believe that there is a shortage of qualified supermarket design firms, especially those that manage the entire process. Different sectors of the construction industry are trying to fill the gap by offering services that are outside of their area of expertise. They may all be

very talented in their own fields but do not have the supermarket background and experience to pull everything together seamlessly.

**Where do you start the process?**

We invest as much time as possible getting to know the customer before any design begins. We work to adopt their goals. We strive to understand their operations. We have candid conversations about strengths and weaknesses. We evaluate current needs, project goals and determine budgets.

We want as much detail as possible about the retail operation. We understand demographics, market studies and sales projections. We understand the cost of building ownership/rent. We understand the operations side of the business including merchandising goals, sales by category, gross profit goals and expenses. We understand the competition. We have learned this from our operations background, post opening evaluations and studies and through continued communication with repeat clients.

It is our desire to approach every project from the retailer's perspective. We gather and evaluate all of this information to achieve that goal.

**You are gathering and evaluating a lot of diverse information. It sounds like a lot for a designer to manage.**

It is a lot of information and too much for one person. We have a team approach to every project and we have worked hard over the past years to assemble the right staff members to fill those project teams.

Our staff is made up of a very diverse group of professionals. We have retail operations professionals along with veteran store planners, project managers, equipment buyers and construction managers working side by side with architectural designers with retail experience.

We have the right people to evaluate and understand the information we gather and put it to use in our process.

**What words of guidance would you give a retailer contemplating a new store or remodel?**

Consumers in this new retail market place will not tolerate the same old thing done over and over again. As a retailer you must move to the next level. Work with a design firm that has successfully moved beyond design insanity — a firm like ours that has continued to adapt and dedicated itself specifically and completely to the success of today's food retailer. ☐

# Mehmert

STORE SERVICES

*Redefining Store Design*

## A Fresh Twist on Store Design *it's what we do*

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**Design Insanity...** a retail design firm that provides the same level of service over and over while expecting a different result for their client at store level.

### Moving Beyond...

Consumers in this new retail market place will not tolerate the same old thing done over and over again. Work with a design firm that has successfully moved beyond design insanity. At **Mehmert Store Services**, we have immersed ourselves specifically and completely in the retail food industry, with the ability to handle all of the details of any retail food project.

**It's what we do... It's all we do.**

### *Providing:*

- Fixture Planning
- Interior Design/Decor
- Architectural Design
- Equipment Procurement
- Project Management
- Construction Supervision
- Asset Management

