

Budget-Friendly Remodel Updates Legacy Stores for Less

THE CHALLENGE

Kum & Go, a convenience store chain with 400 sites, wanted to remodel its legacy stores. They invested heavily in their new-to-industry, Marketplace stores and wanted to make a similar impact to the customer experience in the older stores – minus the major construction costs and disruption.

THE SOLUTION

Inspired by Kum & Go's Marketplace concept, GSP's Retail Environments team matched décor elements and developed new wayfinding, fixtures and fountain shrouds to bridge the brand experience in the legacy stores. GSP's modular design and expert installation ensured minimal interruption to store operations.



THE RESULTS

Floor-to-Ceiling Impact



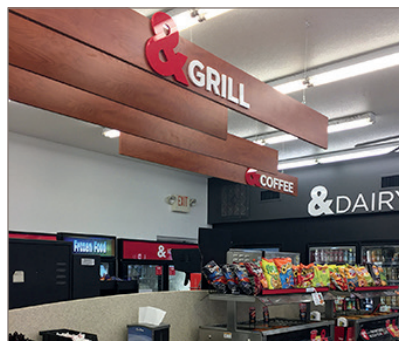
The legacy store now matches new store branding, which improved the customer experience.

Good-Better-Best



Providing mix and match options allowed Kum & Go to craft a plan that worked with its budget and still looked great.

On Time, On Budget



From design to install, GSP provided turnkey service as well as project management, saving the client time and money.