

“THIN VENEER FINISHES OF TODAY”

Regular renewal, renovation and rebranding are the rule rather than the exception in the franchised food industry. And now that trend---the need to keep corporate brands as they are expressed in their buildings fresh, current and recognizable in today’s increasingly competitive consumer marketplace—has spread to a whole range of retail facilities, among them drugstores, convenience stores and coffee shops.

Within the competitive quick-serve restaurant (QSR) and fast casual dining sector, regularly scheduled store updates and remodel mandates are not only required by franchisors, but frequently place a heavy financial burden on their franchisees, and NEW costs that are not always recovered by the higher revenues promised as a result by the franchisor. To accommodate these “re-imaging’s” and help moderate the costs, many national franchising organizations and multi-unit franchisees are turning to Fullerton Finish Systems for a more affordable exterior remodeling solution.

Fullerton Finish Systems offers a wide range of fast, easier-to-install exterior wall thin veneer finish systems, including *BrickWal*, *WalStone*, *EnduraWal* and *CastWal* that are manufactured exclusively by FFS and two distributed stone finishes, *Boral Cultured Stone* and *StoneWal*. Each is authentic, available in a range of coloration, in the form of durable and weatherproof impact-resistant panels. Lightweight and requiring no additional structural or foundation work, they can be easily installed on a building’s façade and require no specialist subcontractors, quickly transforming a unit’s “look” to match a new system-wide building brand or to simply update a tired market presence.

Shingobee Builders, based in Waite Park, MN, has frequently used *BrickWal* to highlight the remodeling of nearly a dozen older Thrifty White Drug Stores throughout Minnesota, Iowa and North Dakota, and as key elements in the design of completely new stores in several Minnesota cities

Dean Dalzell, senior project manager for Shingobee, said that by using *BrickWal* as 30” high exterior wainscoting around the perimeter of the building, and as a striking surround for the front entrance, they can complete installation on a typical store in less than three days.

“We really like *BrickWal* because it is so easy to install,” he said. “In the smaller towns in which Thrifty Whites are located, it has been really difficult to find skilled local craftsmen to install full depth brick the traditional way with foundation support. Because *BrickWal* is faced with an actual thin face of brick, we get the same visual effect much quicker and at lower cost, and if we have to do the renovation in winter, we don’t need either heat or cover.”



THIN VENEER FINISHES (cont.)

BrickWal, Thrifty White's preference and one of Fullerton's most popular finishes, is delivered in real brick panels, in a wide selection of colors and textures, and with deep rake mortar joints for a richer look. Although traditional running bond is standard, it can be manufactured in any pattern: stacked bond, soldier or rowlock courses.

Pizza Hut's recent remodels of multiple stores have employed one of Fullerton's outsourced stone finishes, *Versetta Stone*. Made of lightweight aggregate material, it is one-quarter of the weight of full thickness stone, installed with a simple and easy mechanical fastening system.

Pizza Hut's contractor, Confederated Builders, Inc., Derby, KS, is using the stone as a wainscoting feature and on the buildings' towers. "The big advantages of using Fullerton authentic finishes rather than the old 'lick'em and stick'em' products are many," said Charlie Kennedy, project foreman.

"Our own carpenters can install them, so the overall job is not slowed down; they are more uniform and consistent in pattern than other similar products---they look better---and they can't fall off in freezing weather."

On a typical 7,000 square foot building, Kennedy says "three of our guys can install the Fullerton product on the entire building in less than two days. The same work using real stone performed by a mason contractor would take a full week or more to complete."

Kennedy said his client, Fugate Enterprises of Wichita, KS, first used *Versetta Stone* on some of its 80 Taco Bells, and is now using it on many of its several hundred Pizza Huts.

"They are very happy with it. They like the look, and their remodeling is no longer at the mercy of a local masonry guy. Best of all, with Fullerton, there are no callbacks. Stone we installed four or five years ago still looks good, and there have been no problems."

Another delighted user is Buchanan Energy, an 83-store chain of convenience stores and service stations across Nebraska, Iowa and Illinois. The Omaha-based firm is using *CastWal* to put a new skin on existing facilities, as well as on a newly built MobilMart convenience store in Rosemount, IL. According to Randy Beiermann, construction manager, *CastWal* in several different colors was used for wainscoting around the perimeter of the building, topped with a brick ledge and masonry above.



THIN VENEER FINISHES (cont.)

For a Bucky's convenience store and car wash in South Elgin, IL, completed this past summer, the firm did a complete refacing of three walls with *CastWal* in two different shades of white. Beiermann said using Fullerton Finish Systems was a major advantage. "The installation was very simple, completed in less than three days by Fullerton's expert crew of installers. Although the cost is very competitive with traditional methods, when you factor in the construction time you can save, it is actually much more cost-effective than traditional methods."

"It's simply a great system," Beiermann added. "Store operations were not affected in any way and continued as usual, and frankly, it greatly simplified my job."

Whether your challenge is a light cosmetic remodeling and facelift, or a total rebranding to upgrade to a new prototype involving complete reconfiguration of the unit in terms of design and finish, Fullerton Finish Systems offer proven, affordable and easy-to-execute solutions.

In today's intensely competitive marketplace, renovations can potentially positively impact revenues and profits by as much as 10 to 25 percent. The challenge for the franchisee or building owner is paying for it.

Using Fullerton's systems approach to renovation and remodeling makes such projects both feasible and affordable, by reducing construction times, skilled labor costs, and business interruption problems due to weather and other unpredictable factors. No matter how you look at it, it is simply a better, more cost-efficient and speedier way to renovate your building and keep it fresh in you marketplace.