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## NICHE AND EASY DOES IT

### ISP is Filling the Renovation Gap as a Niche Contractor

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A major misconception made by retailers is the belief that interior designers and general contractors are necessary when any level of renovation is needed. Although both occupations are important when a project calls for complex image overhauls, they aren't really necessary when a store is simply tweaking their image. **Hiring a general contractor for simple renovation is like using an elephant gun to kill a mouse.** When a store only needs minor improvements, calling in such a heavy hitter is unnecessary. So who is available to fill in the renovation gap?

There is a new breed of contractor referred to as the "Niche" contractor. A Niche contractor is a company able to perform specialized, minor renovation projects in between the periods of time when major renovations are scheduled. Different than local contractors, they are able to coordinate projects across multiple states or Nationally. They provide clients with centralized corporate accountability, sophisticated project tracking and client management skills. They specialize in chain businesses looking to update, not completely change out their image. Niche contractors offer all the administration bells and whistles of the general contractor at a fraction of the cost. They perform specific tasks quickly, expertly and inexpensively and are licensed nationally. The Niche Contractor specializes in one particular service such as lighting, ceiling renovation, flooring or like ISP, painting. These services fall into a category of renovations that can have the maximum impact to a store image. Often these updates can be made overnight, without customers or staff ever being inconvenienced.

The fundamental need to keep updating a retail environment in order to stay ahead of competition, puts retailers in a difficult financial predicament. Retail stores are forced to find new ways to stay fresh in a fickle and emotionally-driven consumer world. Niche contractors, such as ISP Painting often address these concerns quickly and cost-effectively, providing the greatest amount of *bang for the buck* in small improvements. Painting improvements are one way to overhaul an image.

Another such contractor, ProCoat, Inc. provides ceiling renovation for old, water damaged and yellowed acoustical tile ceilings. It is common, in fully merchandised facilities, to be able to restore 6 - 12,000 sq. ft of ceilings in a single night. The difference instantly improves store lighting. This is because the application of acoustical coating, results in a like-new finish that improves light reflectance. According to Rick Ploss of ProCoat, "We often have people cancel orders for new lighting fixtures because of the drastic improvement".

According to the American Psychological Association, people tend to run their life

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#### Inside This Issue:

- Tradeshows
- Upcoming Events
- New Employee Jackie Jimenez

#### ISP to Attend Retail Construction Expo 2006

May 17-18  
Donald E Stevens  
Convention Center at  
Chicago O'Hare's  
International Airport  
**BOOTH 113**

#### Trade Shows



Feb 28 - March 2, 2006 - ISP exhibited at Chain Store Age Magazine's SPECS 2006. ISP was successful in developing new and potential business while attending. In it's 42nd year, SPECS stands for Store Planning, Equipment, Construction services Seminars.

April 9-11, 2006



ISP returned to attend the tradeshow combination of

'on automatic'. The brain is imprinted by a process called repetitive conditioning. If you walk down the same street, day after day, you tend to stop noticing your surroundings. Repetitive images are imprinted and tucked away neatly away in the brain without ever coming to conscious thought. In order to break the cycle, the unconscious brain needs to detect a change. A change in color has been found to be a powerful catalyst to break the daze of unconscious perception. In laymen's terms, it means that color makes the human brain wake up and take notice. Hiring a Niche contractor for a visual rollout is becoming increasingly more common in retail. **To attract new customers using color, it may be as simple as adding one bright color to a feature wall** or creating a dramatic backdrop of a brightly painted feature wall to bring attention to general merchandise that may not be particularly exciting. A painted main floor wall is often used for promoting a focused theme, like identifying a trend. Painting a feature wall for effect is something that can be performed more frequently due to its simplicity and low cost. Some retailers are taking advantage of this concept by changing interior wall colors to coincide with seasonal merchandise. The simple act of changing the color of a wall has the possibility of waking up the consumer and projecting a brand new image.

**Paint contractors can also be used for a quick and easy solution to clean up high traffic areas.** Retailers understand that the perceived value of their merchandise is in direct proportion to how a store looks. If a store is dirty, disorganized and in disrepair, the quality of the merchandise is immediately discounted in the consumer's mind. Perhaps the high traffic areas are more distressed, scuffed up and in need of minor repairs. Cash wraps and dressing rooms receive the most use and become dirty and battered much quicker. This perception can damage sales. Repairing only these areas can be a quick and in expensive way to make the entire store appear brand new.

Whether a retailer changes the flooring, ceiling or walls, any change they make has customers suddenly noticing their surroundings in a new way. Change creates excitement. It attracts our attention and stimulates curiosity. Consumers with shorter attention spans and are on a constant search for what is new. Niche contractors know that keeping a store in tiptop shape and projecting a fresh image doesn't have to be a major project with huge inconveniences. Niche contractors are able to professionally and quickly implement the boost a store may need to get their customer's attention without breaking the bank or causing inconveniences.

## Paint & Product News



The NEW ISP Sherwin Williams representative. Steve takes over for Cesar Aquino. Steve wants to say hello by offering some special ISP discounts listed above. Contact Steve at 630.669.6517 or [swrep4732@sherwin.com](mailto:swrep4732@sherwin.com)

### Meet **JACKIE JIMENEZ**- Project Manager

Jackie joins the ISP family to head up the Project Management department. Jackie brings with her 20 years of industry experience in construction, real estate development, and renovation rollouts from such companies such as Wendy's, KFC and Burger King. ISP is thrilled to have someone with Jackie's background and experience join the ISP team.



Professional Retail & Restaurant Facility Management PRSM/RFMA. ISP exhibited with booths on both the PRSM and RFMA side. We were able to attract both industry groups to show old and new clients the new ISP Extranet.

### February Strategic Partner Conference 2006

Thanks to all our Strategic Partners who attended the 2nd annual event in Chicago.

#### PHOTO GALLERY



**LOOK FOR ISP PAINTING ADVERTISEMENTS IN THE FOLLOWING TRADE PUBLICATIONS**

Chain Store Age  
Retail Construction Magazine  
Restaurant Facility Magazine  
Professional Retail Store Maintenance