

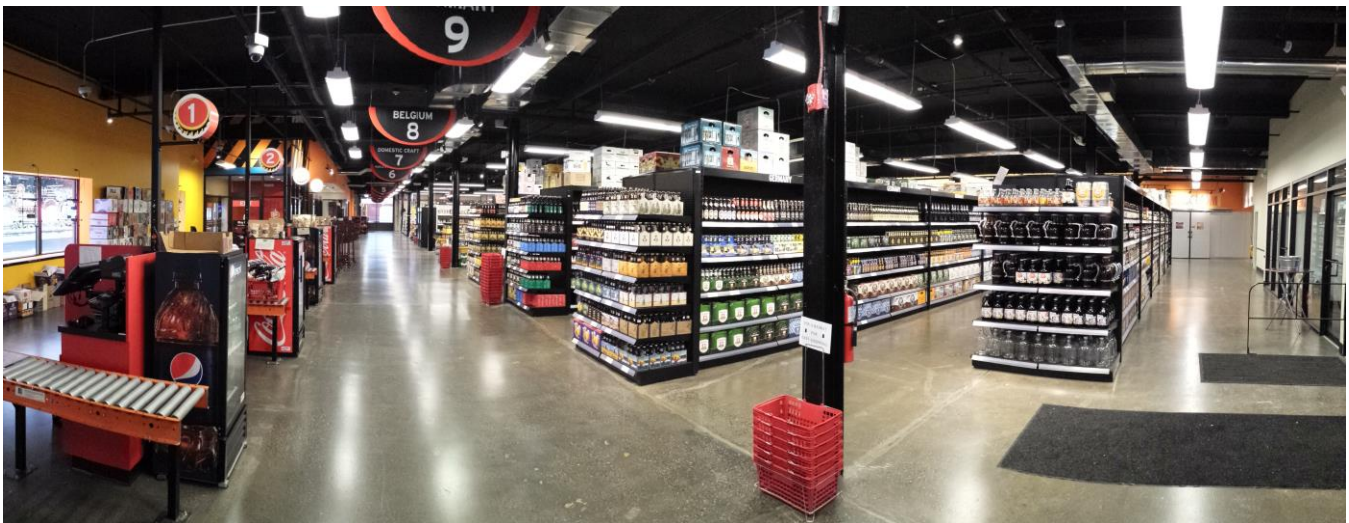


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## Q&A with HALF TIME Case Study

When the highest ranked and most reviewed beverage center in America was in need of an easier way to help their customers navigate their stores, they knew that [D&P Custom Lights & Wiring Systems, Inc.](http://www.dandpcustomlights.com) was the answer.



With thousands of beer varieties from hundreds of breweries all over the world, [Half Time](http://www.half-time.com) has been a supplier of the highest quality craft beers for over a decade. They have the largest and most varied selection of beers in the world, both in store and online. Whether buying beer by the bottle, case or fresh on tap, Half Time takes pride in providing their customers with a unique beer experience that will satisfy any enthusiast.

When Half Time found themselves in need of custom checkout lights, power poles, aisle markers, and interior store signage, an online search for a new supplier turned into a great working relationship. In May 2014, we had a chance to conduct a Q&A session with Alan Daniels, President of Half Time, about his experience working with D&P Custom Lights. Here is what he had to share about his experience.

**Q: What prompted you to seek D&P's services? What situation or problem did you need to solve?**

**A:** "Our first store opened in 2002. Our focus was on getting as much beer as we could and we are professionals at procuring beer. As the store got bigger and the selection grew, I came to the realization that because we put the beer away every day, *we* know where everything is. Our customers who drive from five surrounding states don't stock the product and don't always know

where it is, so we knew we had to make it easier for the customers to get around the store. I've learned some of the buzzwords from speaking with Neil (D&P's VP of Sales & Marketing), and found out that "wayfinders" are the answer! Neil is great to work with – I come to him and start off by saying 'I have this problem' and then he says 'I have the solution.' He really knows his stuff.

The thing that I came across that made me feel so comfortable was I've been doing retail my whole life. I was in the auto parts business and the video business, both of which have stores with rows and rows of categories, and I know how hard it is to help people find their way around a store. In all the years I've been doing retail, my biggest problem was never product selection, it was never service and it was never price. My biggest problem was always: what does the store look like? People would come in and they would say 'Where are your import beers?' and I'd say to them 'You're standing right in front of them.' Signage has to be something that is like a billboard—only seconds to look at—to get your customer in the right spot quickly or you have a frustrated customer."



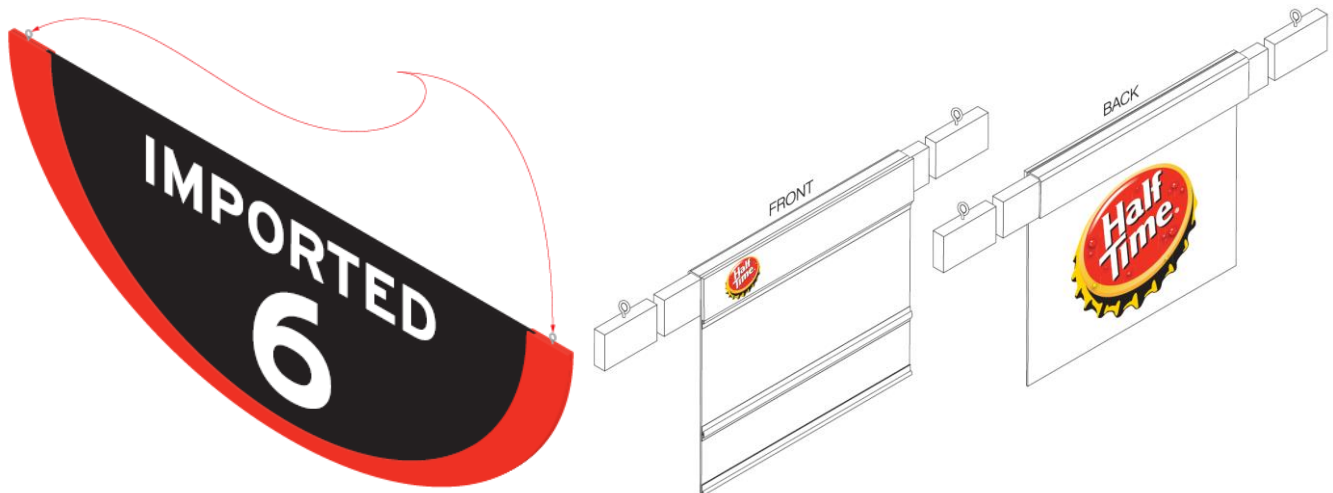
**Q: Why did you specifically select D&P for this project and what made you believe that D&P was the best for achieving your desired result?**

**A:** "It was because you were in the signage business. Initially I needed cash register poles to get my electric from the ceiling down to the computers and screens, etc. and that is what really attracted me. I told Neil a little about the store and mentioned the issue—the store is 20,000 square feet - 200 lineal feet from one end of the building to another. We use walkie-talkies to communicate with employees. I have to concentrate a lot of effort on way-finding and letting people know that they do not need to be overwhelmed in this store.

I then asked my son to find these power poles and he said, 'Hey, I found the company we should use – D&P.' I then said, *Ok! Let's get these guys on the phone and see what they can do for us.* When I called and talked to Neil, he said 'Tell me about your project.' I told him I would send him what the designers had put together and that I needed help with the whole store and Neil said 'I can help you. That's what I do for a living and I've got some ideas for you.' Everything that he did worked out perfectly."

**Q: What exactly did D&P do to contribute to the outcome you wanted? Describe why you feel that working with D&P was successful.**

**A:** "When the stuff got delivered it was packed so that nothing was going to get harmed. It came when it was supposed to come. All the little things you take for granted went without a hitch. We didn't have any problems with the shipping. When we were ready to go, the store was beautiful. Nothing was missing. Neil knew what I was talking about. I felt at ease knowing that I wasn't trying to describe something the first time. Neil offered great suggestions on what to do and whatever he told me I trusted him because I knew he knew what he was talking about. That's first and foremost."



**Q: If a potential client was on the fence about whether to work with D&P or not, what would you say to them?**

**A:** "I would certainly give D&P the highest recommendation. I've been in retailing since 1977 and I've worked for international companies and companies that have operations throughout the United States, and when you are the little guy and you have two stores, you've got to be able to get the big guy's ideas with a small guy's budget. I feel like I got my money's worth, because I not only got the expertise of people who have also been involved in much much bigger companies—signage, poles and lights—I feel like I got the best of all worlds, the price was extremely fair, and I got a 'national' look with a local company budget."

**Q: Will you work with D&P Custom Lights again?**

**A:** "Oh yeah, absolutely!"



[D&P Custom Lights & Wiring Systems, Inc.](#) would like to help you create a well-designed, efficient and inviting retail or shopping environment! Call 1.800.251.2200 or [e-mail](#) us today to get started!

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