

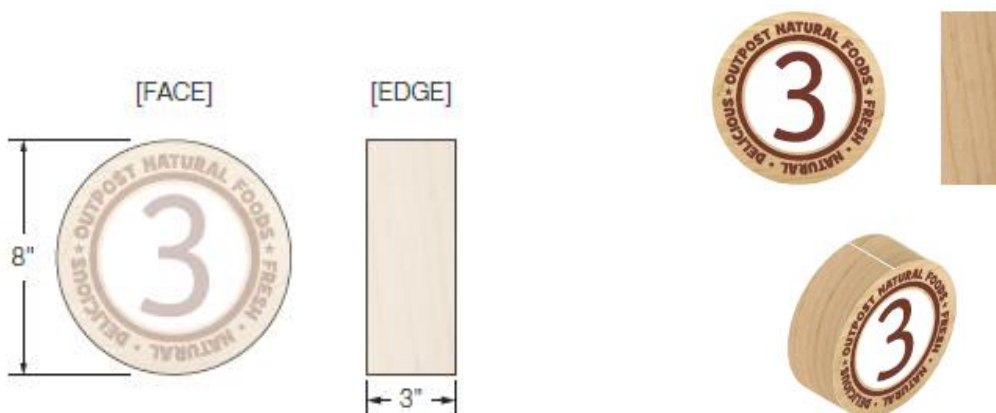


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D&P Assists Environmentally-Friendly Co-op Stay True To Their Brand With Custom Checkout Lights

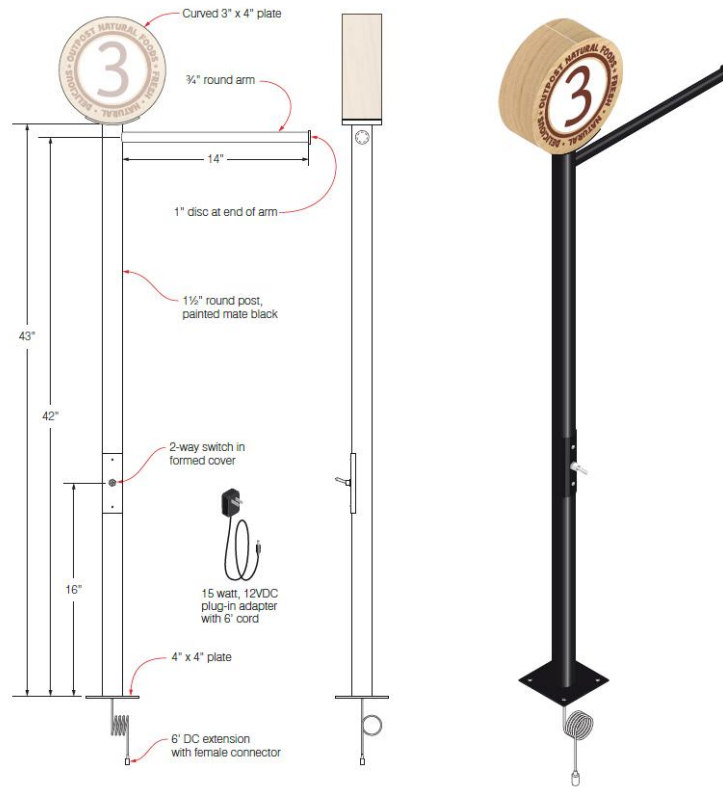
[Outpost Natural Foods Cooperative](#) is a locally-owned food cooperative located in the greater Milwaukee area. Currently operating four stores and two market cafés, Outpost offers customers wholesome, natural fresh foods and hard-to-find items. They take a lot of pride in their commitment to the sustainability of the earth, setting the example for the diverse neighborhoods that surround them by reusing, donating, recycling, and composting. All of their food products are local, fair-trade, organic, and GMO-free. The Milwaukee Journal Sentinel voted Outpost one of the [Top Work Places](#) in the area!

When Outpost needed low cost, but great looking custom checkout lights to replace those they had, they knew they had their work cut out for them. After asking for quotes from other manufacturers, Outpost was not impressed with their options. "I researched a number of other places and stumbled onto your website. I was impressed with the work you did for a similar store to ours and how the lighting really worked with their branding. I also needed a supplier that could give us energy-efficient LED lighting to meet the LEED goals of our project," stated Lisa Malmarowski, Director of Brand and Store Development for Outpost. She immediately contacted Neil Aportadera, VP of Sales and Marketing, and was very satisfied with the personalized service and quick follow-up provided.



After discussing ideas with Lisa, the D&P design team got to work quickly on a quote and drawing for their custom LED checkout lights and power poles. In keeping with the "natural" look and feel of the stores, the coin-shaped checkout shade was created in acrylic, covered with a digitally printed graphic with a white area around the number, and finished with an edge covered in printed wood grain.

The round pole was designed and created to have an arm to hold interchangeable signage, with a two-way switch.



Immediately after the checkout lights were delivered and installed, Outpost stated they were very pleased with the results. According to Lisa, “we have simple lighting that works well with our brand, we were able to stay on budget, and D&P delivered a quality product very quickly.” The result was great, personalized custom checkout lights that stay true to the company’s brand.



When D&P asked Lisa what would she say if a potential client was on the fence about whether to work with D&P or not, she stated, “We have worked with a lot of contractors and fabricators on numerous remodeling and new building projects, and always try to choose local when we can. In this case, we made an exception. Because of the personalized service and quick responses to questions, it was as if we were working with someone right in town. We are very pleased with everything and will work with D&P again!”



[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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