

D&P Custom Checkout Lights Guide

Village Market Customers in the Right Direction



The Village Market is a Natural Foods supermarket, offering the finest vegetarian items from leading manufacturers and producers in the industry. Store items include refrigerated and frozen merchandise as well as fresh produce. They offer a complete line of meat substitutes and a well-stocked vitamin and supplement department. The market also includes a full-service delicatessen containing a variety of delicious, freshly-made salads and sandwiches.



[Village Market](#) has been in its current building since 1970 and had four checkout lanes and a customer service desk in the store but there was no way for customers to determine if a checkout lane was open; this frustrated many customers as well as employees.

When the store went through a major remodel in 2010 Village Market didn't order and install any checkout lights. When asked why checkout lights weren't a part of the renovation, General Manager Gary Shockley stated "When I did a

quick search of the Internet, I couldn't find anyone that made checkout lights." Because of the ongoing difficulties with customer traffic, in 2012 Shockley revisited the idea of adding checkout lights and found [D&P Custom Lights & Wiring Systems, Inc.](#) through a web search. An added bonus for Village Markets was that D&P was located only two hours away in Nashville, Tennessee.

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Gary began working together with Neil Aportadera, Vice President of Sales & Marketing at D&P. Neil provided a catalog of standard designs for Village Market to review. After deciding on a traditional design, Gary wanted to make sure the checkout lights mirrored the rest of the store's décor. The black lettering and pole were chosen to match the black accents incorporated in other store elements.



The product was manufactured and shipped within the delivery time frame promised. Gary says "I was impressed with the quality of goods and the packaging was incredible; nothing was damaged, not even a scrape or scratch, everything was in pristine condition." As far as the delivery time is concerned, Gary joked "The only way I could have gotten it any quicker other than making it myself was to drive to Nashville and pick it up the day I ordered it!" Once the checkout lights and power poles arrived, they were unpacked and installed within two hours by store personnel, with no

outside electrician or other assistance required.

After the checkout lights were installed, traffic flow improved tremendously. "In the past we'd have a backup on lane 1 or 2 and no customers at lane 4 and there was no effective way to communicate the open lane." The addition of the checkout lights has been a huge stress reliever for cashiers because they don't have to shout across the store to get a customer's attention to let them know a lane is open.

Asked if he would recommend D&P to other retailers, Gary said "I experienced magnificent customer service, they customized the product the way I wanted, and I felt completely comfortable calling and talking to someone who really knew what they were doing and could guide me in the right sensible direction. "





D&P Custom Lights & Wiring Systems 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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