

Equipto Solutions

Space Utilization For The Way You Work Today

Solution #501



Equipto's workbenches were customized specifically for REI's retail maintenance shops.

Equipto Outfits REI

When buying a new bike or a set of skis, most people aren't thinking about the necessary services needed to keep that equipment in top working condition. REI (Recreational Equipment Incorporated) wants its customers to do just that.

REI sells outdoor recreational equipment of all sorts. Be it bikes, camping or hiking gear, skis or other outdoor equipment, sales were climbing. The retail sales teams were able to equip customers with the tools they needed to enjoy various all-terrain sports, but the sales teams were challenged when it came to making the

customers understand how important it was to properly maintain their equipment. They needed customers to see how subsequent routine service and repair was required to maintain their equipment.

That's when REI turned to Equipto for help. "We started using Equipto products back with our flagship service center store in Seattle," said Patrick Weiler, REI director of sales. "I had seen Equipto's products at a trade show and heard about others using their products and was really impressed."



Equipto's workstations allowed REI's technicians to demonstrate repairs and work within the retail department.

The whole idea was to take the service centers to the customers without disrupting the flow of the stores. In select stores, the service areas are front and center when customers walk into the stores. The main concern Weiler had was that the service centers might look too industrial and

not fit in with the store's environmental look. "The centers come off as service oriented but not too industrial," said Weiler. "The service centers are in the middle of the departments they serve. They're really visible."

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Workbenches were outfitted specifically for each department.

“We had a unique challenge with REI. Adding the service area to their retail stores was a shift in the way that they designed their retail stores,”

stated Scott Gorski, Equipto sales manager. “The solution we provided truly fit the look of their stores without losing any functionality.”



REI's maintenance shop outfitted with Equipto's workstations.

Many of the products REI needed had to be customized. "The different service areas need different kinds of workbenches. The bike shops had different needs than the ski shops. Equipto was able to work with us and customize the benches to fit our needs," said Weiler.

In addition to workbenches, Equipto also installed V-Grip™ shelving units with wide

drawers for larger parts and modular drawer cabinets.

"With the installation of the service centers, we've been able to reach an entirely new audience. We are pleased with this new design and how Equipto's products are helping to appropriately position our value added repair services," stated Weiler.

FOR MORE INFORMATION, CONTACT:

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