



■ ■ ROYSTON®



MAXIMIZE  
YOUR  
STORE  
POTENTIAL

## YOUR VISION. YOUR STORE. YOUR WAY.



In retail, shoppers prefer an attractive, clean store and they want to find and pay for items as quickly and easily as possible. Royston designs retail spaces that satisfy the needs of both the consumer and the operator. We are the foremost resource for appealing, high-quality interiors that also ensure safe, efficient operations. More than 75,000 stores have turned to Royston for our superior product design, manufacture and installation – and for our commitment to clients.

Royston takes your vision to build your store your way. We produce full-store cabinetry, merchandising systems and checkouts tailored to your image and operational requirements. While our quality engineering and construction result in attractive, long-lasting, easily maintained fixtures, our design expertise helps store visitors connect with your brand. And as consumer tastes evolve, Royston's flexible, integrated interiors continue to deliver a consistently positive shopping experience.

## LOYALTY STARTS WITH THE CHECKOUT EXPERIENCE



More than anything else, a fast and smooth checkout process defines the positive shopping experience and will encourage return visits. Royston's core designs for the cash register area are geared not just to fit into the facility's overall merchandising plans, but also to enhance the checkout experience for both shoppers and store staff.



A well-conceived, functional sales counter setup can help stimulate last-minute impulse buys. Meanwhile, sales associates can efficiently complete essential tasks such as gas transactions and also have quick, easy access to key behind-the-counter items such as cigarettes and lottery tickets.

## COFFEE & BEVERAGE BARS THAT TAKE THE HEAT & HUMIDITY



For beverage operations to be successful, the presentation area must be high quality, attractive, accessible and impeccably clean. Royston coffee and beverage bars are true workhorses that keep the liquids pouring and the traffic flowing. The easy-to-clean counter surfaces are water-, mold- and mildew-resistant. Our modular metal cabinetry supports daily use of heavy coffee and ice equipment and makes it simple for employees to store and change out supplies. The cabinetry has been both time-tested and weight-tested and is operationally tailored for durability and convenience.

Royston has installed more than 20,000 coffee bars that serve customers easily and quickly all over the country. Throughout the years, we have perfected the art of coffee bar layout and design, installing systems that create flow around a bar, efficiently dispense coffee accessories, and countertops that ensure adequate heat dispersal. It's all in the details, and in the structure. Royston sturdy cabinets and countertops take all the heat and spills that coffee can dish out and will perform for 20-plus years.

# LET THE FOOD BE THE HERO



Royston can help you with your prepared foods and “store-within-a-store” environments. Our tempting, self-serve pastry cases can be easily customized with features such as three-sided viewing, adjustable shelving, optional lighting, anti-slam doors and integrated POP holders. All Royston products are built to customer specs, and can be matched for a seamless appearance next to your existing equipment.

## MERCHANDISING FLEXIBILITY



Seven of the top 10 C-store operators in America have realized the benefits of Royston merchandisers. They've come to appreciate how a store's design must always take into consideration the details that affect its bottom line: floor space, traffic zones, reach, facings, sight lines and, of course, shelf space. In retailing, shelf space is the name of the game, and Royston helps map out your store interior in order to utilize the most display area possible.

The Royston Modular Merchandising System (RMMS) delivers up to 30% more SKUs than ordinary shelving. The RMMS also can be easily reconfigured, as product mix changes. We work with clients to design and deliver modular-based systems that increase flexibility, are aesthetically pleasing, and showcase the brand.

## DISPLAYS AND TOBACCO TAILORED TO ANY SPACE



No two retailers are alike, and Royston doesn't expect its clients to fit one common mold. Instead, we customize spaces and displays to fit individual specs, within any conceivable footprint. Drawing on decades of expertise and innovation in specialty fixtures, we design and build in a way that brings the store owner's vision to life.

With Royston tobacco merchandisers, you have a turnkey solution for fixtures in colors and finishes that match your cabinetry and shelving to express your brand. Our standard fixtures incorporate the features that give you merchandising options for a comprehensive tobacco program; you can modify a unit as inventory changes to suit customer tastes. Floor- and wall-mounted units give you flexibility to fit the needs of your space.

## OPTIONS FOR CHANGING TASTES AND INVENTORY



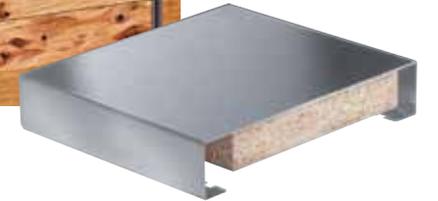
Solid, peg and wire backs let you merchandise any combination of standard cigarettes, cigars, E-cigarettes and smokeless tobacco products. You can reconfigure the unit to appeal to changing tastes or new markets or to merchandise new products. Royston tobacco merchandisers give you the flexibility to grow your program. And they're Altria-approved to make a difference to your bottom line.



# COUNTERTOPS THAT SAY QUALITY



**STAINLESS STEEL**  
The ultimate in durable good looks that last and last.



**SOLID SURFACE**  
Includes 1/4" plywood substructure with aluminum- backer moisture barrier, to prevent tops from sagging.



**ENGINEERED AND NATURAL STONE**  
Select from a broad assortment of quartz and natural stone surfaces designed for commercial environments.



Countertops are key consumer touchpoints and can serve as an unmistakable expression of brand quality. Royston countertops, with their abundance of finishing choices, will make store customers and employees feel right at home.

# THE SUBSTANCE BEHIND THE SCENES



**STAINLESS WASTE FLAP**  
Easy to clean. Handles heavy use. Waste cans are sized for the cabinet.



**COUNTERTOP PENETRATIONS**  
Run cords or fountain syrup lines.



**SHELF CUTOUTS**  
No cutting necessary to route cords or fountain syrup lines.



**LOOSE BOTTOM**  
Removable for easy access to plumbing and electrical.



**CUP DISPENSER**  
Adjusts for a wide range of cup sizes, without tools or adapters.



**CUP AND CONDIMENT COVER**  
Protects cups and condiments from spills.



**FIXED BASE**  
Covers utilities under the cabinet.



**BASE UTILITY CHASE**  
Easily route wiring or plumbing at installation or later.



**LEG BASE**  
Attractive legs for your cabinet base.



**STEP SHELF**  
Keeps countertops organized.



**CONDIMENT TRAYS**  
Organize lids, straws and condiments.



**BUILT-IN LEVELER**  
Easy access for leveling.



**STAINLESS-STEEL PIVOT HINGES**  
No sagging or misaligned doors.



**INTERIOR UPRIGHT SYSTEM**  
Handles a variety of modular options.



**OPEN BACK**  
Easy access to wiring or plumbing.



**NSF OFFSET EDGE**  
Prevents liquid from running inside the cabinet.



**NSF STANDARDS**  
Want NSF? Just tell us. We are ready.

At Royston, our cabinets are engineered and built for simple installation, easy maintenance and durable, problem-free performance. As your store evolves, they can be easily reconfigured for new layouts. We've helped some customers repurpose the same cabinets for several different store layouts over a 20-year span. That's the meaning of "built to last."

# ROYSTON'S TURNKEY APPROACH



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Royston enjoys strong relationships with store operators across the country. With more than 75,000 installations and store remodels under our belt we have the know-how and skill to get your facility up and running, faster and better than anyone else. Our turnkey services include, survey, design, manufacture and installation of complete store interiors. Our mission is total satisfaction for both the retailer and the patrons coming through your door. For an enhanced store environment, better shopper experiences and greater profits for you, we're ready to deliver.



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