

GROCERY STORES WITH SUBSTANCE AND STYLE



 ROYSTON®
gets retail



CUSTOMIZED EQUIPMENT STRATEGIES FOR THE MODERN GROCERY INDUSTRY

ROYSTON GETS RETAIL

Over the last 30 years Royston LLC has become the industry leader in the advanced design, manufacture and installation of first-class store interiors. We are dedicated to integrated services for grocery, convenience store, foodservice, quick serve restaurant and mass merchandise retailers.

With grocers facing more financial constraints, more capital risks, more competition and more demands from consumers, the keys to success often lie in differentiation and the ability to provide a total shopping “experience.” In today’s environment, no provider is as well-equipped as Royston in helping grocery businesses stay relevant with their audiences.

With our Integrated Project Management (IPM) services, we help retailers make in-store changes more efficiently, quickly, consistently and reliably. IPM eases your administrative burden, saves on operational costs and creates dynamic consumer experiences specific to your brand. While others merely offer a catalog, Royston truly gets retail, top to bottom.

Our operations infrastructure – four modern production plants, plus a major distribution center – is set up expressly for handling speed and complexity. With utmost attention paid to safety, quality, speed and cost, Royston’s vertically integrated, Just-In-Time manufacturing typically allows us to ship finished products in four weeks or less, so you get what you need when you need it – on time, every time.

OUR EVOLUTION

We’re now engaged with more than 4,000 stores annually. Our clients view us as a key player in their organizations – a colleague immersed in their stores and their brands. And they welcome the overall project management we provide. You can count on Royston as your go-to resource for well-conceived, stylish grocery environments that are customer-specific, image-enhancing and operationally effective. Our long history of success is based not just on superior product design, manufacture and installation, but also on our commitment, our honesty and our belief in doing things right for our customers.

SALES
DESIGN
QUOTE
ENGINEER

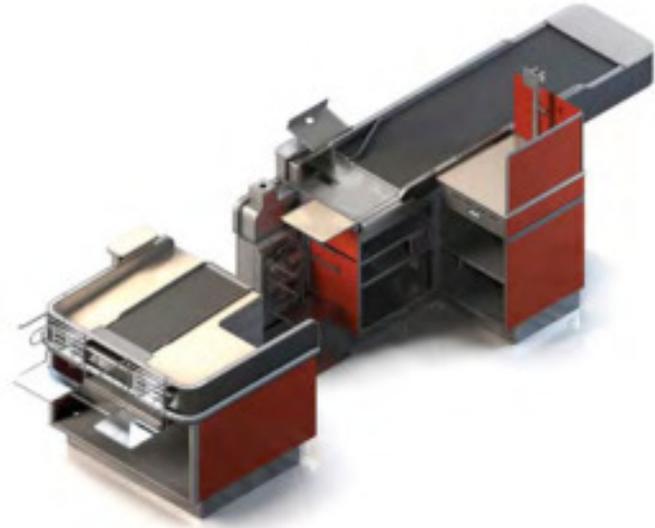
MANUFACTURING
FABRICATION
PAINTING
ASSEMBLY

CONSOLIDATION
SHELVING
CABINETRY
POS
SALES EQUIPMENT

DELIVERY
DIRECT TO STORE
THIRD PARTY
ROYSTON INSTALL

IPM
INSTALL
MERCHANDISE
TRAIN

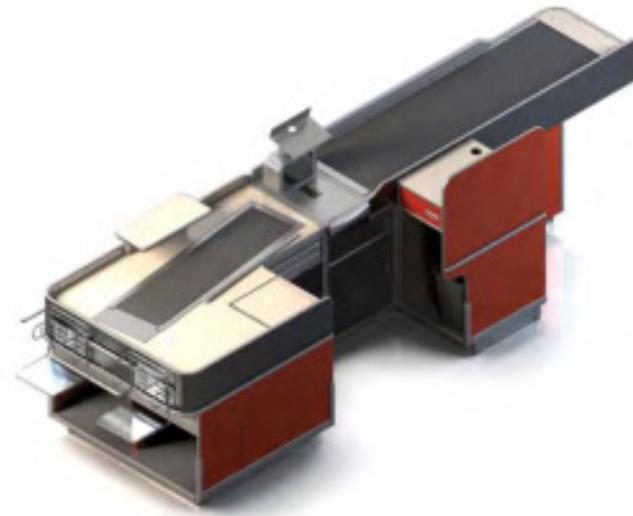
WE DESIGN WHAT YOU NEED, TO YOUR EXACT SPECIFICATIONS



EXTEND-A-BELT

Royston's patented Extend-A-Belt design provides the ultimate in flexibility, helping you maximize throughput and productivity. In seconds, these models can switch between a scan-and-bag setup and scan-and-pass mode, letting you adapt to changes in labor availability and customer volume.

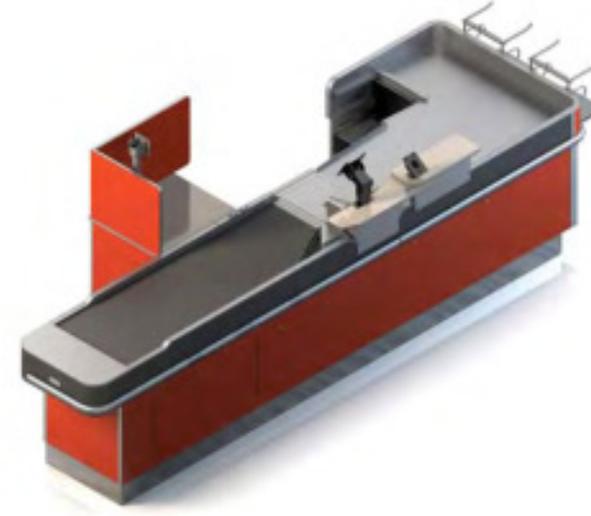
A midpoint stop helps increase cashier efficiency in scan-and-bag mode, while the unique step-through design allows associates to quickly and easily scan large items and assist customers. Superior bottom-of-the-cart visibility is a plus.



BELTED TAKEAWAY

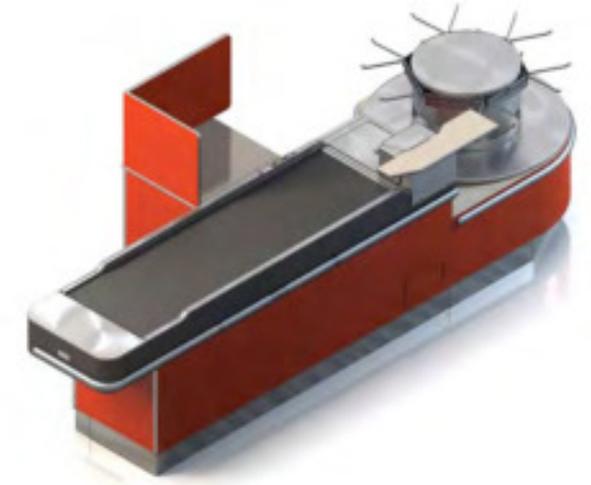
Maximize your customers' large-order throughputs with Royston's belted takeaway checkstands. Belts quickly move product to cashiers and then to baggers, making this the ideal design for a scan-and-pass operation with bagger support.

An auxiliary cashier bag well offers flexibility – depending on traffic, lanes can operate in scan-and-pass or scan-and-bag modes. All equipment, including the cash drawer, is ergonomically designed for efficiency and safety.



MANUAL-PASS

Your patrons will enjoy the customer-friendly, face-to-face cashier interaction afforded by these models, which are characterized by a frontal scan design. This lower-cost alternative to belted rear modules features a stainless, sloped deck that allows product to move easily to bagging area. An auxiliary cashier bag well allows cashiers to support baggers when large orders pass through, while the large rear deck can accommodate even the largest orders.

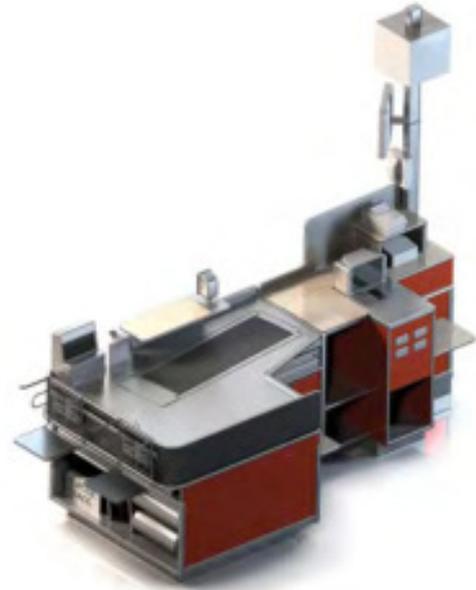


CAROUSEL LANE

Carousel lanes work equally well for express or mainline operations. Available in four- and six-bag configurations, these units feature a large set-aside area on top of the carousel, providing space for large items or crushables.

The automated front transport provides hands-free control of the belted conveyor. Compared to standard belted rear units, these carousels facilitate greater productivity for a one-person operation and give cashiers easy access to scan bottom-of-the-cart or large items.

CUSTOM SOLUTIONS CONFIGURED FOR YOUR BUSINESS NEEDS



CHECKER UNLOAD

Our checker unload equipment features a cart-docking shelf that allows for deeper baskets, while maintaining ergonomics. These units create a customer service opportunity, freeing your customers from unloading their own carts. The belted rear quickly moves product to the bagger, while an auxiliary bag well allows for direct scan-and-bag operations when a bagger is not available.



CASHWRAP

Easily adaptable to a variety of store and department formats, this economical express-lane alternative makes efficient use of space with its small footprint. Through a scan-and-bag design that fosters face-to-face customer interaction, one-person operation is a snap. This checkstand design gives cashiers easy access to the customer side, for support and bottom-of-the-cart control, and is a great option for tandem or pod express lane configurations.



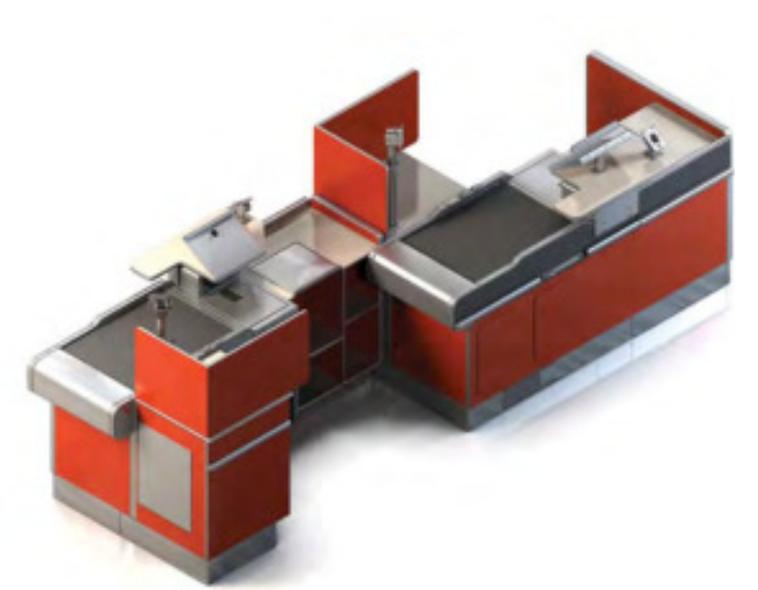
MOBILE CHECKSTAND

Put a checkstand wherever the action is. Deploy our mobile units inside or out to provide checkout capability virtually anywhere you need it – in floral, deli and electronics departments, at garden centers or amid sidewalk sales. These small-footprint units are ideal for facilitating traffic flow during peak periods such as holidays or grand openings and are easily stored when not in use. Available power options include an electrical cord or battery system.



POD CONFIGURATION

Almost any checkstand design can be made in a pod configuration, providing increased cashier security. With this workstation layout, cash drawers are protected. Cashiers will appreciate the ergonomic benefits of the pod setup, which allows them to balance repetitive motions by letting them switch between left- and right-hand scanning. This configuration offers a defined and unique merchandising space and can be positioned at your front end for use as a small service desk, kiosk checkout or tobacco corral.



TANDEM EXPRESS LANES

When space is at a premium, tandem express lanes can move more customers through checkout within a more-compact footprint than required for standard layouts. Customers will appreciate easy access to your highly visible express area, while cashiers benefit from the ability to balance motion stress by switching between right- and left-hand scanning. Tandem express lanes may be incorporated into virtually any checkstand design.



REFRIGERATED SALAD BARS, OLIVE BARS AND CARTS

Our refrigerated cases are built to last and designed to blend seamlessly with your décor. Manufactured in rugged steel or attractive mill materials – or a combination of both – their heavy-duty construction ensures your cases will withstand the rigors of daily use, while cleanly complementing the design and style of your store and your brand.

We offer a variety of refrigerated cases, from salad bars and olive bars and carts to mobile grab-and-go merchandisers, CID (center island display) cases and chilled seafood displays. With both island and inline configurations available, you're sure to find the design and function to meet your needs.

RUGGED CONSTRUCTION

All salad and olive bars begin with a stainless-steel-insulated liner that's rigidly mounted within the overall body structure. The refrigeration system provides uniform product temperatures and will operate quietly and efficiently for years.

BUFFETS

Time-pressed customers will enjoy the increased options – such as grab-and-go soup-and-sandwich combos – provided by hot-and-cold combination home meal replacement cases in one convenient location.





HEATED MERCHANDISERS

Maximize home meal replacement (HMR) opportunities with Royston's wide variety of attractive, fully customizable, heated merchandisers for both full- and self-service prepared food operations. All of our units are energy-efficient and reliable. Together, we can create the ideal designs to fulfill your needs.

INLINE AND ISLAND CASES

Prepared food cases can be tailor-made to match many of the standard deli case profiles in your choice of materials – stainless steel, laminate or powder-coat finish. Full- and self-service islands can be constructed in any shape to fit your space. New fixtures will seamlessly match existing equipment, giving you a unified décor scheme.

SOUP MERCHANDISERS

Enhance your soup presentation and increase sales with our elegant soup stove merchandisers. Their easy, self-serve designs create an inviting, convenient stop for even the most time-pressed patrons.

These merchandisers work inline or as endcaps or islands. With the high-end look of an industrial stove, you can present your chowders in a tempting, yet compact, display.

MOBILE UNITS

Bring your hot foods to the front end with our mobile heated cases. These small-footprint models are designed to deliver large product pack-out. As with all of our equipment, they can be customized to meet your exact product mix.





FOODSERVICE COUNTERS DESIGNED FOR DAILY USE

Presentation is everything in foodservice. What does it say to your customers when prep counters are swollen from spills, delaminated or chipped, with doors that are broken or falling off? While these can be common issues with standard millwork cabinetry, Royston's modular cabinetry is designed to withstand even the heaviest daily use. Our all-steel construction is ideal for foodservice areas.

Increase the profitability of fresh food and beverage areas within your store – such as the deli, bakery, butcher and seafood departments – by using attractive, durable and easy-to-clean merchandising counters from Royston.

“CLEANABILITY”

We engineer “cleanability” features into every counter we manufacture, to ensure your counters stay spotless and ready for service. Our NSF-compliant detailing ensures doors, shelves and other accessories can be removed for cleaning without the use of tools, and provides for tops that seal with the cabinets – keeping out moisture, dirt and pests.

To help your staff efficiently serve customers, our counters are well-organized for food and beverage service. Considerations

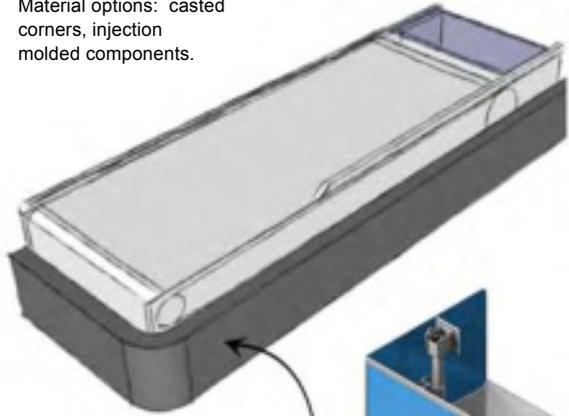
such as integrated condiment trays and cup/bowl dispensers, napkin dispensers, storage space and waste counters make keeping up with mealtime rushes a snap. We provide true “waste systems” that are more than just trash cans. They include stainless steel trim in critical wear areas, an integrated chute to direct waste straight into the can, and removable components for easy cleaning.

DESIGNED FOR YOUR DÉCOR

Of course, design goes hand-in-hand with cleanliness when it comes to drawing customer attention. Our veteran engineering teams have been designing for retail and foodservice spaces for years and can help you create an impressive presentation that will turn heads while blending effortlessly with the rest of your store décor. Our prep and service counters can tie in with your merchandising scheme through high-end countertops ranging from the ever-popular kitchen-grade stainless steel to man-made stone or solid-surface designs, plus thoughtful use of powder-coat and laminate finishes.



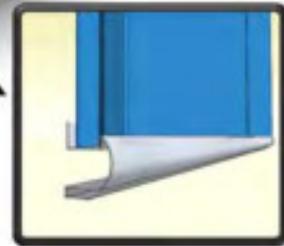
Outer protection rail snaps onto belt assembly. Material options: casted corners, injection molded components.



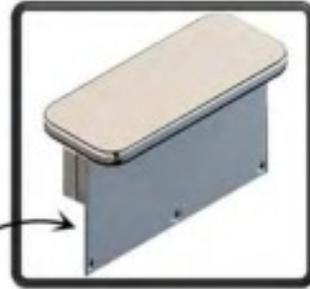
Corner design with sheet-metal or extrusion profiles.



Base extrusion for cart protection and panel retention with interlocking base kick.



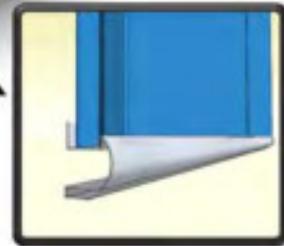
Rear deck material options: textured or patterned stainless steel.



Check writer with optional powder-coated wood. Logo can be routed into panel face or add a sheet metal strip to the front.



Formed panel design overlaps, creating vertical seams; panels snap together.



MODULAR & SITE-SPECIFIC MERCHANDISERS

- Reinforce your brand
- Increase efficiency
- Grab customer attention
- Durable, steel construction
- Wide variety of sizes, styles, colors and finishes

PRODUCT INNOVATION WITH UNLIMITED CHOICES

CUSTOMER-DRIVEN INNOVATION

Our culture of customer-driven innovation means we work with you to build the equipment you want, instead of trying to sell you products we've already made. We know about the details that affect your bottom line, such as floor space, traffic zones, reach, facings, sight lines, etc. Our mastery of what matters to you allows us to deliver inspired product solutions.

Modular units ensure that different combinations of our fixtures will work seamlessly in your store, giving you the flexibility to easily update your layout and your look. Our innovative approach also guarantees that modules can be reconfigured in-store whenever your merchandising needs change.

ROYSTON IS YOUR DESIGN PARTNER

Customer collaboration is the key during the design phase of each project, to ensure our image-enhancing units help you maximize product exposure and pack-out. Royston's fully customizable cases can fit more SKUs into less floor space and boost sales.

EXPERIENCED PROS

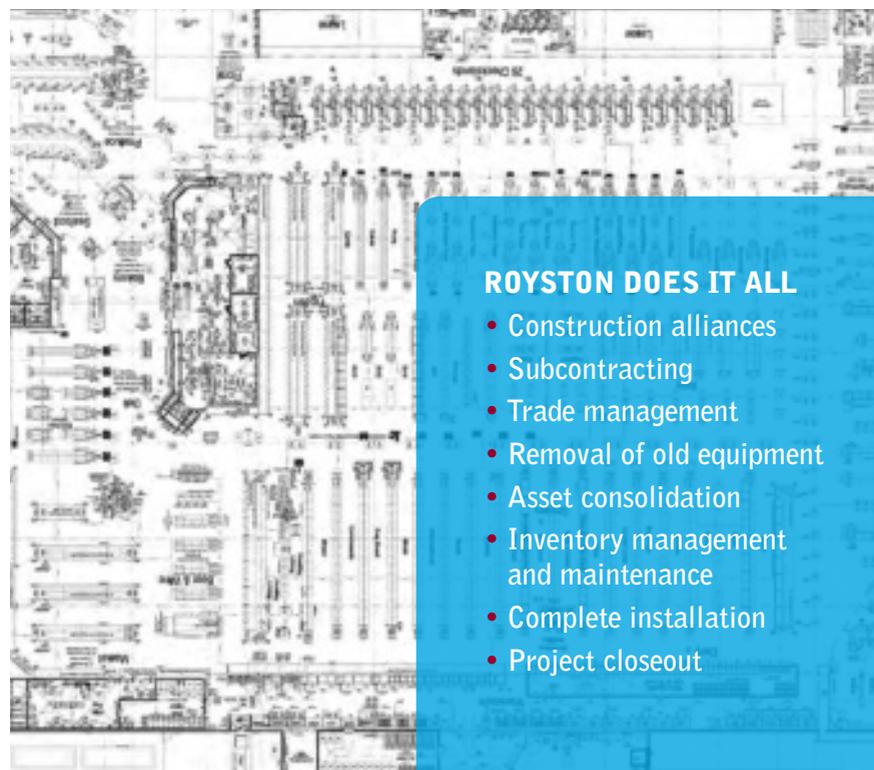
- Continuously value-engineer designs for cost-effectiveness and functionality
- Incorporate your image requirements into designs that use the best-available materials at the lowest-possible cost

IN-HOUSE MANUFACTURING

- From raw materials to finished goods
- 100-percent made-to-order
- Assembled at our factories, reducing installation time
- Expert quality control
- On-time shipping, via preferred carrier

With four modern plants, plus a major distribution center for logistics management and material handling, Royston's vertically integrated production capabilities are second to none. Just-In-Time manufacturing typically allows us to ship finished products in four weeks or less, so you get what you need, when you need it – on time, every time.





ROYSTON DOES IT ALL

- Construction alliances
- Subcontracting
- Trade management
- Removal of old equipment
- Asset consolidation
- Inventory management and maintenance
- Complete installation
- Project closeout

YOUR PROJECT MANAGEMENT PARTNER

As your single source for complete retail environments, Royston delivers fully integrated grocery store solutions, using our more-than 30 years of industry-specific experience. You can count on us to comprehensively manage your retail space projects, from idea to installation. We call it Integrated Project Management (IPM).

IPM SERVICES

- New store construction
- Refurbishment programs
- Remodels
- “Store-within-a-Store” installations
- Merchandising resets
- OEM startups

ALWAYS OPEN

Royston is your turnkey grocery project partner, easing your administrative burden, saving on operational costs and creating exciting consumer experiences unique to your brand. From remodels to remerchandising, we transform thousands of locations annually, utilizing consistent, repeatable processes that keep stores open through all phases of execution.

PLANNING AND SCHEDULING

- Master project plans, with detailed budget management
- On-site, pre-renovation surveys

- Asset evaluations
- 3-D concept renderings, available in real time
- Proprietary technology integration
- Permit filings

YOU NEED IT WHEN?

Royston employs vertically integrated design, manufacture and installation processes. Everything is made-to-order, with production completed in four weeks or less. We also provide cost-effective freight options and are extremely proud of our unsurpassed on-time delivery rate of more than 99.5%.

STORE-SPECIFIC SURVEYS

We know the guts of every store can be different – a contractor’s combat zone of stub-ups, wiring runs, outlets, inlets, drains and utterly odd proportions. Using the latest CAD tools, we accept the challenge and get to work. Each project is designed, configured and made to fit, one store at a time. That’s our blueprint for success.

Our trained CAD technicians begin by capturing existing store conditions. On-site execution is guided by a fully dimensioned, multi-layered CAD file that includes electrical, plumbing, lighting and fixtures.



THROUGHOUT THE NEW LOOK, NO BREAK IN THE ACTION

Attention to detail is what makes Royston the largest U.S. supplier of premium metal fixtures for national retailers. We cover off on all the project management tasks that others might not even touch. Our Integrated Project Management keeps customer doors always open for business.



BRINGING CONVENIENCE TO GROCERY STORES

Our reputation as a key supplier to the convenience store industry spans decades. No one understands those challenges, operational requirements and image needs better than Royston. We can effectively parlay that expertise into your grocery environment, to better serve your shoppers on-the-go.

BEVERAGE CENTERS

Maximize the visibility of your high-margin fountain products through an eye-catching fountain or FCB program. Combine different tower modules to showcase your fountain equipment and products. Further bump up attention and merchandising opportunity by adding your own graphics.

COFFEE BARS

Designed with NSF-compliant details, Royston coffee bars are easy to clean, service and maintain. They also quickly adapt to changing operational needs – accessories such as drawers, doors, shelving and more can be added, moved or removed anytime.

Royston island counters provide customers with 360 degrees of access to their favorite coffee selections. Built-in cup dispensers and lid/condiment organizers leave plenty of additional space for complementary products, allowing you to maximize your countertop merchandising.

COUNTERTOPS

Royston countertops are the time-tested standard – truly exceptional for strength, durability and good looks, and all manufactured in-house to exacting criteria.

You can select from numerous styles and materials to fit your needs and budget. Our cold-rolled, stainless steel is a great option for any counter in your store, the ultimate in durable good looks. Our solid-surface, granite or man-made stone tops are excellent choices for beverage areas, while Royston laminate tops – available in a wide range of colors and patterns and featuring an extruded, aluminum edge binder that resists chipping – are a superb pick for your sales counters.

PASTRY CASES

Ideal for the grocery environment, our pastry cases are an effective way to merchandise your fresh assortment of baked goods. Available in a variety of sizes and styles, these self-serve cases are a great way to attract customers. Adjustable shelves, easy three-sided viewing, convenient lighting and integrated POP holders allow you the flexibility to customize your display for your space. Available with a variety of organizer cabinets for floor models, or case-only displays for existing countertops.





BRINGING CONVENIENCE TO GROCERY STORES

CUP DISPENSERS

Designed to hold a wide variety of cups – without needing tools or adapters for size changes – Royston’s patented, adjustable cup dispensers are an NSF-listed industry standard.

ROYSTON SALES COUNTERS

Sell more merchandise at this key, last-minute-impulse opportunity. Our precisely engineered and well-organized sales counters free your employees to spend more time serving customers and less time fumbling for products and supplies.

Thanks to our experienced design team, you can be assured that ergonomics, comfort and accessibility are all considered in your sales counter setup.

Completely organize your sales counter with any of these specialized modules and options:

- Safe counters
- Waste counters
- Locking drawers
- Doors with optional locks
- Adjustable shelves
- In-counter push-a-pack cigarette shelves

COUNTERFRONT MERCHANDISING TOWERS

Add up to 40-percent more merchandising by stretching your selling space upward. Available in a variety of sizes, styles and colors, these flexible towers attach easily to counters. They also do double duty by efficiently shrouding POS equipment and keeping sales counters clean and inviting for consumers.



CONDIMENT ORGANIZERS

Keep your coffee center stocked during peak hours, while customers quickly and easily find the condiments, lids and straws they need. Available in styles and colors that readily integrate with your beverage cabinetry.

MODULAR MERCHANDISERS

Get the most out of your store’s potential with Royston’s flexible, modular shelving systems. Fit more SKUs in less floor space and boost sales. Maximize product exposure and pack-out, or reconfigure your system with interchangeable modular components at any time.

GET & GO MERCHANDISERS

These innovative little merchandisers can boost impulse sales anywhere in your store. Mobile, flexible and durable, they’re perfect for seasonal displays, cross-sells or closeouts. Link two together for an effective feature endcap, or place them back-to-back for a walk-around unit. Available in an array of color and finish options.

3-WAY & 4-WAY MERCHANDISERS

These specialty units build uninterrupted merchandising capability around displays. You can display merchandise to your best advantage by arranging shelving in a flat or tilted position and maximize product visibility with low-profile shelving. Radius baskets on the 3-way draw attention to specialty products. Create the look you want with your choice of powder-coated or wood-look slatwall back. And easily rotate the unit for day-part merchandising, using integrated casters.





ALSO FROM ROYSTON

DELI

For appetizers and deli items, Royston offers an outstanding variety of units for hot and cold products. Our merchandisers match the profiles of the most-popular deli cases and are designed and engineered to meet your high standards for performance, quality and image.

TOBACCO

Royston's versatile tobacco merchandisers offer flexibility, visibility and security, while blending with your brand image. Configurations include back wall, corral, under-counter, behind-counter and check-stand-integrated.

SEAFOOD

Our unique seafood case system slowly moves cold air over the product and ice, then returns it under the ice bed to reduce melting. Designed for easy cleaning, Royston's seafood fixtures feature extra-thick insulation, for thermal efficiency.

FLORAL

Transform your stores into one-stop party shops with lush floral displays and fun balloon bouquets. Refrigerated cases help keep flowers fresh and alluring.

"STORE WITHIN A STORE"

Expand your retail possibilities with a "store within a store," to pump up the sales volume of branded coffee, doughnuts and more. Your vendors will be delighted to present their products from units that preserve their high standards of quality and cleanliness, while promoting their popular brand images.

SAMPLE STATIONS

These attractive, customizable merchandisers encourage customers to linger and enjoy their shopping experiences. Our NSF-compliant counters ensure a clean and organized food prep environment, instilling consumer confidence.

CUSTOMER SERVICE CENTER

Working in customer service centers configured to your store's needs, your associates can remain precisely organized and deliver superior service.

BREAK ROOM

Help associates get the most out of break time with well-organized, NSF-compliant break room fixtures. Microwaves, dishes and coffeemakers have specially designed spaces that are easy to use and clean.



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