



## Success Story: BJ's Wholesale Club

2017: ROC was called upon by a major MSO to lead and assist with BJ freezer build outs. This involved immediate deployment of many skilled merchandisers as well as lead quality merchandisers going in unbranded to several BJ warehouses throughout the NE and New England. The original request was for ROC to complete 4 warehouses within the first week consisting of teams of 7 and a lead. The expectations were met, and ROC was requested by BJ's to complete the remaining locations within the pilot program. This consisted of a total of 48 warehouses completed by ROC within a 3-month period.



## Success Story: Shaw's Supermarkets

2018: ROC deployed 7 teams of merchandisers and a manager to Shaw's New England territory for tagging of all Shaw's locations for a 3 month period during a challenging winter season. Merchandisers worked 10-12 hour evening shifts with the responsibility of completing one store per night and 4-5 stores per week. ROC was not lead on project, however all ROC personal were specifically requested by team leads. In addition, ROC trained non-ROC labor during the duration of the job.



## Success Story: Target Corporation

2016: To implement new merchandising strategies and provide a more interactive customer experience, Target engaged ROC's expert merchandising team to redesign and brand all end-caps in their northeast territory superstores. The result was a 22% increase in customer traffic and a 27% increase in end-cap sales. ROC also completed the job under budget and ahead of schedule to Target's satisfaction.



## Success Story: A&L Specialty Foods

2009 & Ongoing: Family owned and operated A&L Foods, Inc. sought a long-term relationship with a professional merchandiser who could continually manage their most demanding seasons - Rosh Hashanah and Passover. The 'chosen' retail manager needed to adhere to strict religious laws in the preparation, handling, and displaying of A&L's fine Kosher foods and products. Because of years of experience servicing specialty retailers with specific requirements, ROC Merchandising easily designed and built tasteful, eye-catching seasonal displays that drew groundbreaking traffic and sales to A&L food stores, even during the busy high holy day season when traffic is usually heavy. A&L continues to engage ROC Merchandising, to manage their seasonal Kosher foods program and displays.