

# Boston Market

## The Project

The recent completion of Boston Market's rebranding effort for 630 stores nationwide is a great example of King Retail Solution's capabilities in Design, Manufacturing and Installation services. Boston Market approached KRS in October 2005 to help take their desire for fresh, updated branding from concept to reality in all of their restaurants nationwide. The goal was to have the rebranding completed in conjunction with the launch of a revised menu offering.

In order to meet Boston Market's timeline, we had about 12 weeks from our initial discussion to shipment of the first phase of restaurants. KRS' first step was to review, engineer, and prototype signage based on a concept developed by HADW, a Seattle design firm. The concept needed to be refined for production due to the architectural variations between the 630 sites.

Francesca Krane, a Senior Designer with KRS, created the menu board solution based on a review of hundreds of store photos. She identified the required "universal"-size signage that would maximize efficiency of production and distribution, and look great at the same time.

After surveying all of the sites for potential installation challenges, KRS successfully manufactured and installed the menu boards and other brand-identifying decor in less than 8 weeks.

During the rollout, Boston Market's consultant for the project remarked that he had been in the business for several years and knew of no other single company that had the resources and capability to engineer, prototype, site survey, fabricate and install this program successfully.



## ○ Highlights

**Client:** Boston Market Corporation

**Scope:** Design, Manufacture, Installation of menu boards and other brand identifying decor to 630 restaurants nationwide

**Timeline:** Design: 8 weeks / Production & Installation: 8 weeks

**Design:** KRS, Inc in conjunction with HADW

**Production:** KRS, Inc

**Installation:** KRS, Inc in conjunction with ISI



king | retail solutions

[www.kingrs.com](http://www.kingrs.com)

T 800.533.2796  
541.686.2848  
F 541.686.8418

3850 W 1st Ave  
PO Box 21910  
Eugene OR 97402