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Storeworks 2.0:

Storeworks Unveils New Website, Updated Image and Upgraded Facility

Twelve months ago Storeworks consolidated three facilities and made a significant investment in their new Retail Technology Innovation Center. Storeworks simultaneously embarked on a mission to revitalize their brand and marketing efforts to match their truly innovative business practices. Today's launch of the new Storeworks.com is the culmination of this effort.

"Retail has changed and in our own way we have had a part in the move to Omni-Channel and Store of the Future," said Storeworks President, Troy Stelzer. "It was time our branding and marketing efforts reflect our business model. Storeworks 2.0 is a way to achieve continuity in how we do business across the board."

The New Storeworks.com

The redesigned site embodies Storeworks forward thinking vision and commitment to providing retailers the best in retail technology solutions. The new Storeworks.com includes a much needed visual face lift, rich content updates and a resources library created specifically for retailers seeking information on the constantly evolving technology industry.

The updated solutions category has been expanded to include the solution segments most pertinent to current and future retail including mobility, kiosks and network infrastructure; emphasis on Omni-Channel strategy can be seen throughout the site. The addition of the resources section will allow retailers to get relevant information on what is (or isn't) working in the industry as it relates to technology. "We pride ourselves on being the go-to resource for our customers when they have questions about new products and technologies and wanted to give them a place they could easily access this information," said Dana Rondeau, Marketing Specialist at Storeworks. "We want the website to be more than a credibility check point. We want to deliver meaningful information to our customers."

Other notable additions include the expanded About Us section that focuses on Storeworks' unparalleled Store of the Future methodology and retail expertise.

The New Facility

The first major milestone of the Storeworks 2.0 initiative was an investment in the new Storeworks headquarters in Eden Prairie, MN. To keep pace with incomparable growth, Storeworks purchased a singular, comprehensive facility adding three times the office space and a ten-fold increase in space for integration, configuration, quality assurance, kitting and warehousing. "The purchase of this building was not only a major investment in our future as a company, but more importantly, it was a significant investment in the future of our clients," said Stelzer. Storeworks has been successfully operating out of the new facility since September of 2011.

The New Image

On the heels of the facility upgrade, Storeworks unveiled a new brand identity package, complete with a refreshed logo. “The new image is a reflection of our evolution over the last eight years,” said Stelzer. “Retail has changed, the use of technology has changed and as a result, Storeworks has changed along the way. We’re proud of our history; the new brand was a natural progression of our maturation as a company.”

The bold, new logo draws from the old, maintaining the same color system and symbolic cog icon, but is accomplished in a way that is more impactful and representative of Storeworks’ vision. “The new identity package links our pioneering business practices to our branding image,” said Rondeau. “The new brand captures who we are, who we’ve always been and who we will continue to be in the future; it showcases our value.”

Storeworks has been able to successfully navigate this marketing initiative because throughout the process their core values and business strategy have remained the same: invest in customers’ success early, deliver meaningful and innovative solutions and wrap invaluable services around projects to ensure positive results. “It’s an exciting time to be a part of this industry and an even more exciting time to be at Storeworks,” said Stelzer. “Welcome to Storeworks 2.0!”