



## Feature Story: Designed to Sell



**Category:** Remodel (Fewer Than 10,000 Square Feet)  
**Winner:** Mr. Billiard

# Redesigned to Sell

### Project Details

**STORE LOCATION**

Mississauga, Ontario, Canada

**DATE COMPLETED**

February 2007

**SQUARE FOOTAGE**

9,000

**FLOORS**

Hardwood and carpeting.

**WALLS**

Painted drywall and slatwall.

**LIGHTING**

Spotlights and suspended billiard lights.

**SIGNAGE**

Illuminated signage

**A**fter years of boring walls and an outdated color scheme, John Haddock realized that it was time to update Mr. Billiard's showroom. Though the company is primarily a wholesaler, it also runs a successful retail operation. After 40 years in business, "we finally decided to invest in 'retail appeal,'" Haddock says.

Change doesn't come easy for most organizations, and Mr. Billiard's was no different. "Everybody knew us, and we were typically noted as the best buy in

billiards in the Toronto area," Haddock says. As the company's Beringer line of high-end billiard tables became more popular, however, the dealer needed a showroom befitting the products it sold.

"The fine-crafted billiard tables simply were not being shown to their fullest," he says, recalling how tables used to be stacked five high at times

(see "before" picture, below). "Ultimately, we could not justify the value of some of the higher -end units."

To create a more professional retail environment, the existing store was gutted

and redesigned to create idea-inspiring vignettes and showcase tables in realistic settings. Dark hardwood flooring and contrasting carpeting now define spaces, while mocha and blue-gray





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walls extend a warm invitation to shoppers. Honey-hued slatwall contributes to the pleasing color palette. The high ceiling and upper portion of the walls are painted a dark burgundy, which keeps shoppers' eyes focused on the merchandise displays and helps the lighting fixtures "disappear."

A new track lighting system trumps the old fluorescent fixtures and provides tremendous flexibility in spotlighting product displays. Dark corners and harsh shadows are eliminated as products now get the star treatment.

Gone are the towering stacks of billiard tables against the walls, and in their place are spacious displays, all of which permit 360-degree views of the tables.

The result of this extreme makeover? An immediate surge in dealer awareness and retail business. Sales of high-end tables have especially taken off, Haddock reports.



**“The fine-crafted billiard tables — at times stacked five high — simply were not being shown to their fullest.”**

