


right for retail



Attracting and retaining customers in a world of brand saturation and global competition isn't easy. And, in a tough economic climate, great brands have to be even cleverer about how they stretch their investment dollars to keep customers loyal. Companies have to attract consumers by their values, not just their products, and they have to offer a unique, intriguing customer experience if they want to succeed in a complex global marketplace.

 **Inspired, bright, brand-defining spaces that just feel good to be in (and buy in).** That's what today's customer wants. You want those things too. You just need them delivered faster and cheaper.

Yield more benefit with a modest capital budget. Project Frog delivers a visually inspiring, energy efficient structure at 25% less cost than traditional stick-built construction; that's more money to channel into additional sales areas or signage presence. Our flexible design accommodates custom finishes to achieve a branded look and feel that no one will forget.

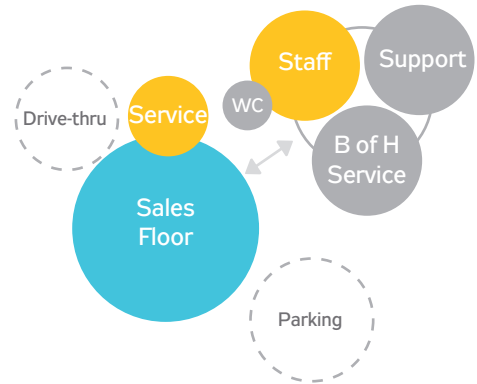
Beat the competition to market. Frog buildings can complement your facility program with a quick, flexible, in-year solution. We collapse the development cycle by pre-engineering the parts of the building where it makes smart sense to do so. This means only three to four months of on-site construction for more predictable speed and cost to market.

Distinguish the customer experience. The new consumer wants more from a product – a brand that stands for something loftier, something transformative. Frog's bright, inviting, aha spaces express a strong ethos in every element of their design while providing flexibility for customization and branded experience. It's a happy coincidence that our abundant daylighting drives considerably higher sales volumes. As far as communicating a green ethos, Frog buildings are designed to achieve LEED standards out of the box. And, we've even brought on-site construction waste down to nothing, zero. No greenwashing.

Drive operational efficiency to maximize assets. Frog buildings decrease site energy consumption by 40 - 50%. Couple that with higher employee productivity and reduced turnover and the bottom line starts to look pretty clear. And Frog buildings can grow with you; flexible spaces that can easily expand and adapt to your changing customer and operational needs. You don't adapt to a Frog, it adapts to you.

fit for customers

Companies have to attract consumers by their values, not just their products, and they have to offer a unique, intriguing customer experience if they want to succeed in a complex global marketplace.



adjacency diagram
coffee shop ex6.1.1



site plan
bank ex6.2.1



frog fact
Daylit stores average a 40% increase in sales and experience an increase in the number of transactions per month.

Working with you. It couldn't be easier! Whether you are an architect, a facility manager or a curious customer, our team can provide the right tools that will help you determine if we're a good match for your project. Contact us or fill out a simple online questionnaire and our planning team will work with you to tailor your space and site plans, specify product and performance goals, and refine pricing and schedule.