

# ROLLING GONDOLAS

## TEST: ROLLING GONDOLAS VS. STANDARD GONDOLAS



### OBJECTIVE:

Determine if there is a financial benefit to putting merchandise gondolas on wheels.

### SCOPE:

- Test Period: 5 months\*
- The average cost to install wheels on standard gondolas for a 3,000-square-foot-store is \$1,250.
- The average cost to strip and wax a standard tile floor is \$2,400 annually.
- The cost of a merchandising reset with standard gondolas is \$1,200.
- The cost of a merchandising reset with rolling gondolas is \$150.

\* The CITGO Retail Concept Center was designed with wheels on all merchandise gondolas.

### MEASUREMENT:

- Ease of use.
- Cost of a merchandising reset with standard gondolas compared to rolling gondolas.
- Cost of annual maintenance for a tile floor with standard gondolas compared to rolling gondolas.

### RESULTS:

- The rolling gondolas have been moved successfully every night for cleaning and four times for merchandise testing.
- It only takes two people approximately three hours to reset the entire Retail Concept Center's rolling gondolas. This was done twice during the testing period.

### RESULTS (Contd.):

- Gondolas were rearranged with health and beauty products facing the sales counter to deter shoplifting of those items.
- Merchandising resets for standard gondolas typically take a full day or more and require a team to break the seal of the gondola from the floor, disassemble it and reassemble it in the new location.

### BENEFITS:

- **Flexibility** – Quick changes for merchandising or operational purposes.
- **Ease of Resets** – Typical resets usually take a full day with a team of people; rolling gondola resets take approximately three hours and only require two people.
- **Floor Maintenance Savings** – Wax build-up and dirt gathering (around or under) is not an issue with rolling gondolas.

### CONTACTS:

The following is a list of vendors that provide rolling gondolas.

- **Lozier Design Solutions**  
[www.lozier.com/gondolas](http://www.lozier.com/gondolas)
- **Infintidecor**  
Dan Cooper, Vice President  
[Dan.cooper@marcocompany.com](mailto:Dan.cooper@marcocompany.com)  
817-309-2700  
[www.infintidecor.com](http://www.infintidecor.com)
- **Opto International, Inc. (CITGO Retail Concept Center Vendor)**  
Jamie Poulos, Account Development Manager  
[jpoulos@optosystem.com](mailto:jpoulos@optosystem.com)  
847-541-6786  
[www.optosystem.com](http://www.optosystem.com)

### RECOMMENDATION:

Gondolas on wheels save time and money. They make it easier to keep the floor clean, reducing the annual expense on floor care. Rolling gondolas allow for quick, effective decisions on merchandising. We recommend rolling gondolas for all retail locations.