



## How AAA helped IKEA shine for their biggest weekend of the year.



### The Company

The IKEA story began in 1943 in the small village of Agunnaryd in Sweden, when founder Ingvar Kamprad was just 17. Since then, the IKEA Group has grown into a major retail experience with 128,000 co-workers in 24 countries/territories generating annual sales of more than 21.1 billion Euros. The IKEA vision is to create a better everyday life for many people. IKEA's business idea supports this vision by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

### The Challenge



Each year, IKEA sends a catalog and conducts a "Back to School" weekend sale aimed at college students and their families. This is IKEA's biggest weekend of the year. To match the crisp

image of the catalog and merchandise, IKEA needed to paint the exterior of its Schaumburg, IL facility, which had not been updated in many years. Aside from the time crunch to complete the commercial painting project before the sale weekend, IKEA presented AAA with some additional challenges:

The paint needed to perfectly match IKEA's corporate colors, but previous color names and numbers were not available.

- It is customary to spray paint a facility of this magnitude, but IKEA required AAA to brush and roll the entire facility.
- There were many hard-to-reach spaces which needed to be painted.
- Any "customer accessible" locations needed to be painted during off-hours.

### The Solution

AAA Painting Contractors worked with Benjamin Moore to expertly match IKEA's corporate colors. Commercial paint crews began at 5am each day to make sure that customer-accessible areas were not affected during the project. Large booms and lifts were used to allow commercial painting crews to reach every square inch of IKEA's exterior. The collaborative efforts of AAA, Benjamin Moore, and IKEA ensured the project was complete in time for a successful "Back to School" sale weekend.

AAA cleaned and painted the entire exterior of IKEA's building. The commercial painting project was completed off-hours, *without disturbing retail operations*. A project of this magnitude would customarily be sprayed, but this application used a brush and roll technique.

### The Result

The final result is a long lasting testimony to AAA Painting Contractors' capabilities given difficult logistics. AAA's flexibility in scheduling and availability of experienced commercial painting crews helped IKEA achieve their desired result—a crisp, clean appearance in time for their biggest weekend of the year.



The newly painted facility allowed IKEA to:

- Create a clean image of its facility in time for the weekend sale.
- Enhance the image of the company to customers walking into the store or driving by.
- Improve employee morale as the facility is a place to truly be proud of.
- Document the names and numbers of the IKEA corporate colors.

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