

# innovative customer Solutions

RETAIL:  
Westlake Ace  
Hardware



## PROJECT GOALS:

- Enhance the environment in their hardware stores for customers and employees.
- Create a friendlier vibe in their warehouses.

## DESIGN SOLUTIONS:

- Sound Products installed customized sound systems in each Westlake store and warehouse.
- DMX Music offers more than 100 music formats, so each store can choose a genre that creates the desired store atmosphere.

## HOW SUCCESS CAME ALIVE:

- Improved traffic flow within each store.
- Allowed each store to create a unique brand image that fits their market.
- Increased productivity and alertness of employees.
- Masked noise in the warehouse to minimize distractions and increase focus.

## WHY THEY CHOSE SOUND PRODUCTS:

As a company committed to personal service, Westlake saw the same in Sound Products.

## DID YOU KNOW?

Music alone can increase sales by as much as 38.2%. If customers feel comfortable in a space they will spend 5 to 10 additional minutes – time that can bring in added revenue.

**Sound Products knows how to integrate music, voice and sound to create an environment that engages people in your retail experience.**

*A regional chain with 85 stores in 7 states. Highly committed to being the best neighborhood hardware stores. An early pioneer in enhancing retail environments, they were open to innovative ideas.*



Westlake is known for its friendly, personal service. Their audio environment needed to enhance this brand image.

sound  
products



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Designing environments where success comes alive with sight, sound and security.