

Hillphoenix

A DOVER COMPANY

The AMS Group

*The General Contractor
for Retailers.*

**Fresh thinking.
Responsible solutions.™**

We improve the shopping experience for your customers.

The retail environment is so competitive and shoppers—whether for food or furniture—have so many companies courting their business, anything that may enhance their shopping experience and cement a relationship that lasts is invaluable. The opposite is also true. Fall behind a competitor, provide a negative experience and you may never recover.

Through The AMS Group,* Hillphoenix arms its clients with a wealth of resources designed to improve any and all facets of a shopper's experience. From branding and marketing, to merchandising and the overall store environment, we provide solutions on a local, regional, national and international scale. Our list of services is as impressive as it is complete:

- **Rollouts, Retrofits, Resets and Remodels**
- **Renovation and Construction**
- **Fixture and Graphic Installation**
- **Refrigeration System Installation**
- **Project Management**
- **Merchandising**
- **Design Services**
- **Special Projects**

* The AMS Group is a trade name of Anthony Refresh Group, LLC, which does business under that trade name.



We make it our business to know yours.

Rollouts, retrofits, resets and remodels—anything that can upset the status quo—needs to be accomplished with limited inconvenience to customers and minimal impact on store sales. What better way to ensure that than to work with a contractor who's done just

that for companies just like your own? We have years of national and international major brand rollouts on our resume. Our expertise crosses many industries with skilled experts available for even the most specialized needs. We've handled complex refrigeration system remodels and refrigerant conversions for our food retail clients. Planned and installed demanding power distribution projects. Designed

and implemented fresh re-branding campaigns. No matter what the project entails, how big or how complex, odds are that we have a wealth of similar experience to draw upon to ensure the best outcome.

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To renovate or not? That is the question.

Oftentimes, the decision to renovate is answered by the competition. Something they're doing—a new theme or some other new approach—begins to siphon off customers. Sometimes it's simply a need for repairs, an expansion may be in the works or safety initiatives are rearing their heads. No matter what creates the urgency, when the time comes and the numbers on the bottom line prove something must be done, take heart. There are very real reasons why a renovation is a good idea:

- *It's less expensive than ground-up new construction.*
- *It solves a competitive vulnerability.*
- *It demonstrates a commitment to and confidence in the future.*
- *Employees and customers appreciate the new look and feel.*
- *Customers respond by spending more every time they visit.*

It is not unreasonable to expect an increase in sales from a renovation project—provided the right elements are addressed in the facelift. The AMS Group experts will help maintain focus and keep to the budget to see that it happens.



At a time when customers' resources and finances are stretched thin across a multitude of projects, it's good to know Hillphoenix has the resources of The AMS Group to handle everything from start to finish. No matter what the size or scope of the project. We've honed our process over the years to build in the systems for oversight, communica-

tion, vendor and supplier selection. Project management is streamlined and centralized for enhanced efficiency. Costs are controlled by purchasing material in bulk. Accountability is enhanced throughout because it all comes from a consistent, single source. One company to maintain quality control. One company to ensure brand consistency across all stores—

nationally and internationally. One company with a proven process and central resourcing to deliver single-point accessibility even for the most complex projects. "One stop, one shop" convenience—even down to a single purchase order—eliminates a host of headaches and hassle right from the start.

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One company to ensure brand consistency across all stores — nationally and internationally.

Experience makes our turnkey capability an even smarter choice.



A Refrigeration Project is too complicated for just any contractor.

A single-store refrigeration upgrade or new install is complicated enough. Add a multi-store component and the difficulties grow exponentially. In-store operations must be handled to minimize downtime. Yet many different trades will be involved, scheduling is critical and resource constraints are very real. Demo work will need to be carried out. Concrete work may be required. Plumbing or electrical might need upgrades or alterations. All before any refrigeration work can even begin. That said, refrigeration itself is a complex business and only someone well versed in those complexities can simplify the process and provide the most efficient turnkey service.

The AMS Group is ideally positioned to provide such a service. A recent Point-Of-Sale install for a major retail client required every trade mentioned above and then some. We had the cases installed and up and running, on time and on budget with minimum interruption to in-store operations.



Global perspective with a local reach.

We are part of a Fortune 500 company with locations and resources around the world. That's important when it comes to attracting the best, most skilled talent—and keeping them—across a wide range of industries. It's what allows us to compete successfully in so many business categories:

- **Food Retail**
- **Retail Pharmaceutical**
- **Convenience Stores**
- **Home Improvement**
- **Restaurants**
- **Food Service**
- **Banking**
- **Department Stores**
- **Assisted Living / Elderly Care Facilities**
- **Shipping**

Contact us for more information about projects we've completed for some of the world's largest brands in the industries above.



Who can you really trust?

It is the ultimate question any company considering a major renovation or remodel project will need to face. Among all the companies that claim they are right for the job, how do you choose? The good and bad news is there are really only a small number of contracting companies capable of handling the scope of

projects mentioned above. From there, it's a matter of looking for those qualifications that will have the greatest impact on a project's success. Resources should be high on any qualifications checklist. Years in business. Expert knowledge in a particular industry. Financial stability. Even the intangibles like dedicated, experienced personnel and a company culture committed to quality and

excellence. Ultimately, they will all play an important role in choosing a general contractor. Our qualifications are second to none and should place us squarely on the short list of choices for any company facing the need for improvements today or the near future. Please contact us and let us prove we belong at the very top of that list.

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The AMS Group is ideally positioned to provide a single source turnkey service for upgrades or new installs.

Contact The AMS Group today to begin your next project.

Phone: 706.743.3352

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