

Firm Provides Fresh Look at Heinen's Stores

Studio Graphique, a brand development consultancy and environmental graphic design firm, recently completed the installation of a new brand identity and signage program for four of Heinen's family-owned and operated fine foods stores: Green Road (University Heights); Landerwood (Pepper Pike); and Chagrin Boulevard (Shaker Heights), and the newly purchased and renovated Strongsville store.



Photo by Eric Hansen

Studio Graphique was selected by the architecture firm Process Creative Studios to join the team. After careful analysis of Heinen's core identity, existing brand and store layout, Studio Graphique and Process collaborated with Heinen's corporate staff to develop an in-store brand experience that would encompass all of their aesthetic, communication and wayfinding needs, while helping to demonstrate the sourcing story of how Heinen's products are grown, harvested and selected.

"When redesigning the look and feel of the stores, we based it on the idea of an outdoor market" says Rachel Downey, principal and creative director at Studio Graphique. "All of the department signage and aisle signs are hung at a pedestrian level and have large lettering, to create better ease of use and a more intimate environment for shoppers."

Studio Graphique put special emphasis on Heinen's stand-out departments, giving them new names and unique identities within the larger store. These areas include: Joe's Meat Market – Home of Heinen's Own Products (named after Tom and Jeff Heinen's grandfather, the store founder), The Produce Marketplace – redesigned to create more of a market feel, The Wine Bin – showcasing wine selections and food pairing ideas, and The Kitchen Table – an area for prepared meals, cooked in-store by Heinen's own chefs.

Studio Graphique also designed a new signage rod system for product display signage that allows Heinen's to add graphics, descriptions and stories that provide unique educational opportunities for shoppers to learn about the products, how to use them, where they came from, individual farmer stories, the growing/selection process, etc.

The next stages of this project will include installation of the new signage program and décor package at the Heinen's store in Aurora.

Tenable Acquires Former Gray Security's Business

In a recent purchase this February, Tenable Protective Services, Inc. acquired the former Gray Security company's business to include its security, mobile patrol and alarm response services. Over the next few weeks, Tenable Protective Services will be poised in transferring

this book of business into the Tenable family.

Tenable Protective Services has already placed the new security personnel through their training academy programs to include CPR and First Aid training and other proprietary courses to include applicable law review, enhanced guest services and a safe driver's program. In addition to acquiring this new

business portfolio, Tenable Protective Services has also retained the professional services of Peter Gray in the capacity of a special consultant.

"Working with Peter Gray will lend a great opportunity for both of us to expand our business platforms," Tenable Protective Services President Ryan Fioritto says "I could not be more pleased to be able to

bring this deal from the drawing board to the operational field. I look forward to servicing our new clients and presenting great opportunities to our new employees."

Cliff Nowak has also retained services with Tenable Protective Services as the assistant director of operations in its Akron Office.

Peter Gray of Gray Security says he wanted to sell his security business to a company "that would continue to provide superior security services to loyal long term clients and to provide the best benefits to [his] dedicated employees.

"Tenable filled the bill in both cases," Gray says.

Tenable Protective Services, Inc. is a combined operation with Tenable Event Services based out of Cleveland. The corporation specializes in security, law enforcement, event staffing, management services, mobile patrol, investigations and consulting services.

Tenable also has offices in Akron, Cincinnati, Columbus, Toledo, Detroit, Michigan and Washington, DC.

R.E. Warner Earns Engineering Award

R.E. Warner & Associates, Inc., a multi-discipline consulting, engineering and architectural firm headquartered in Westlake, was recently awarded an "Engineering Excellence Honor Award" by the American Council of Engineering Companies of Ohio (ACEC). The award was given to R.E. Warner for the design of an emergency system to supply critical cooling water to U.S. Steel