



PROJECT MILESTONES

250,000 sq.ft.
Printed & Installed Graphics

152 Projects
Awarded

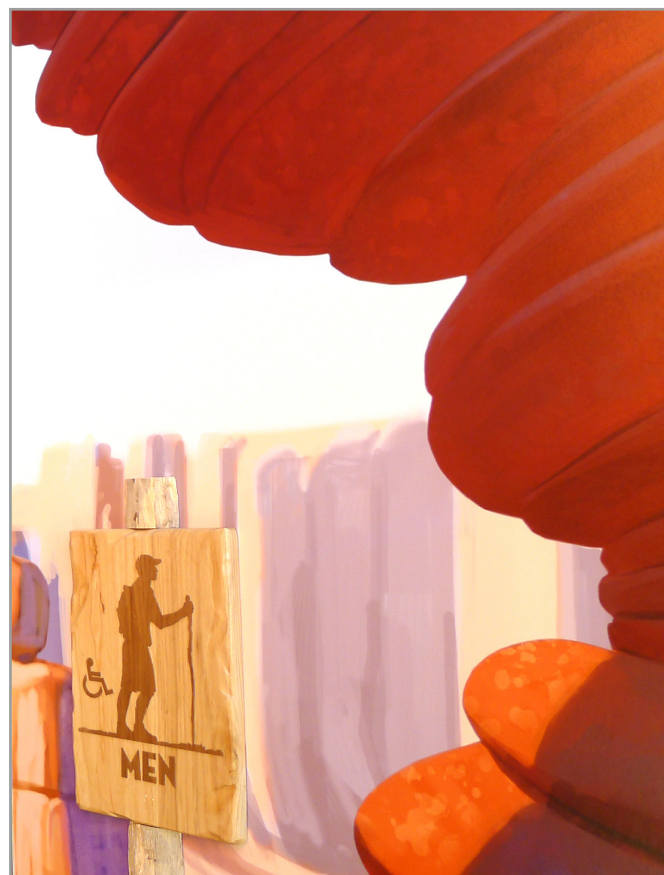
MAVERIK CONVENIENCE STORES

BRANDING THE OPEN ROAD

With more than 300 stores across ten states, Maverik is the largest independent fuel marketer in the Intermountain West. Designed around their credo as “Adventure’s First Stop” and driven by the credo of “Live Legendary, Never Ordinary,” Maverik convenience stores and gas stations lay claim to the pioneering spirit of the west in both culture and function. Providing fuel and premium food and beverage options for outdoors-loving, extreme-sports-minded travelers throughout the western states, Maverik places a premium on its unique brand experience.

LEGENDARY? YES. ORDINARY? NEVER.

Helping their customers gear up for the next big adventure and transforming the ordinary into extraordinary environments, Maverik has a big and bold story made up of adventure, sports and the great outdoors.



2015



2017

FULL SERVICE & SEAMLESS INTERNAL BACKEND PROJECT MANAGEMENT

Account Manager

Field Measure by Lead Installer > Graphic Design & Layout > Artwork Approval

Print Output/Laminate & Trim > Quality Check & Package > Install Teams sent to Location



ANALYSIS



PRINT



COST



DELIVERABLES



As Maverik set off with ambitious plans to refresh their graphic identity in more than 40 stores across the region annually to match the spirit of the brand, they reached out 2020 Exhibits to serve as the team lead for this grand adventure. With expertise and powerful production capabilities to spearhead the project, from start to finish, 2020 Exhibits took the wheel, from the initial measurement to the printing and installation of Maverik-designed custom graphics and wallpaper.



BRANDING THE OPEN ROAD

What began as a 40+ store launch in late 2016, has grown into almost 40 additional stores as the calendar nears 2018.

From our expert field supervisor's initial store visit and precision measurements to the file pre-flighting and printing to the scheduling, coordination and roll out for each convenience store location, 2020 Exhibits has executed almost 80 stores, measuring, printing, and installing nearly 175,000 square-feet of wallpaper and vinyl. Much like you find in a busy air traffic control tower, Team 2020 Exhibits directs installations simultaneously across a mountainous landscape and broad range of store types - ranging from new store openings to store remodels - each with varying floor plans that are choc-full of large equipment, angles, and curves.

FABRICATION & INSTALLATION PROCESS ROLL OUT

2015

PROJECT START - SUMMER 2015

- August 2015**
2020 Exhibits wins RFP and awarded graphics murals for One (1) Test Store Maverik convenience store chain
- October 2015**
• Print & Install Mural Graphics in Store Orem 285
- December 2015**
• Basecamp HQ Buildout
• 4 Months to Completion
• Additional 4 Floors Awarded Following Build Out

2016



FABRICATION & INSTALLATION BEGINS | 56 PROJECTS COMPLETED

- April 2016**
Official Kick-Off - 5 Maverik convenience store murals begins
- Orem Store 339
- Green River Store 345
- Draper Store 304
- SLC Store 331
- Midvale Store 524
- August 2016**
Awarded Outdoor Gas Pump Pillars Graphic Murals at existing stores



2017

46 PROJECTS COMPLETED

23

In-Store Graphics

23

Outdoor Pillars





It is no surprise that with Maverik's branding expertise, their design team's graphics magnify the brand's spirit of adventure, reinforcing the company's unique identity. In the custom wallpaper designs, customers catch a glimpse of captivating local flavors such as a raccoon dipping a donut in a chocolate waterfall or a squirrel nibbling on an acorn near the ice cave alongside the beverage cooler.

Legendary? Yes. Ordinary? Never. And for 2020 Exhibits, the beat goes on. With the resounding success of the Team 2020 Exhibits' graphics printing and installation rollouts, Maverik continues to work with the team to push its ambitious expansion plans. Music to our ears.