

Improving the industry's image

ARA recognizes member efforts



Editor's note: go to ararental.org/go/rmdigital, RENTAL MANAGEMENT's digital edition, for more information and additional photos on each 2012 image award winner.



ARA AUTHORIZED MEMBERS

*Editor's note: The President's Image Award is given to a store to celebrate its commitment to improving the rental industry, as well as its own business, through a remodel, rebuild or renovation project. This year, winners included A to Z Party Rental, Montgomeryville, Pa.; Robin Event Rental, Loveland, Colo.; and Bravo Party Rental, Dorval, Quebec, Canada. The awards were presented during the regional receptions at **The Rental Show 2012** in New Orleans.*

A to Z Party Rental, Region Two



In 2011, A to Z Party Rental, Montgomeryville, Pa., moved into a newly renovated building, tripling its capacity and creating a single space for all facets of the business. After 10 years in the previous location, expansion had become a necessity. "Equipment was spread between three units located in a series of storage units, including a basement and warehouse area. A single rental ticket could require a stop at all three areas," says Melani Kodikian, CERP, A to Z Party Rental's owner. After looking at numerous warehouses, the business purchased a 28,000-sq.-ft. building in December 2010 and then spent nine months planning the renovations with only three months for construction. A to Z moved in April and opened doors to the new facility on May, 3, 2011. "The purchase, renovation and move to a new and significantly larger location was a huge challenge with many obstacles along the way," Kodikian says. "I am able to look back and know, without question, all the effort, time and stress was worthwhile as the rewards have already started to present themselves." *Full profile on RM's Digital Edition*

Robin Event Rental, Region Seven

After starting in a garage in 2007, Robin Event Rental, Loveland, Colo., moved into a 1,000-sq.-ft. space in 2009. Last year, the company moved into a 4,700-sq.-ft. building with a showroom and processing area, and set up a separate 4,000-sq.-ft. building for storage. Robin Event Rental technically began in 1966, with a station wagon and a Ford Econoline van for fleet vehicles. Today, Robin Event Rental carries all types of party rental supplies, including concessions equipment, and stocks more than 4,000 linens. "Since 2007, we have increased our business an average of 148 percent each year and purchased additional inventory without incurring additional debt," says Rob Robben, owner. "We now utilize five trucks, the original trailer and 1929 Model A pickup truck from the original 1966 store." *Full profile on RM's Digital Edition*



Bravo Party Rental, Region 10

Last year marked the end of leases for Bravo Party Rental and a new home. After purchasing the new location — a multi-year process — it took only six weeks to gut 40,000 sq. ft. of space and move out of two warehouses. Andrew Paquette, Bravo's owner, says the end result is the "wow" effect. "I want every customer entering Bravo to feel like they are a guest in our home," he says. The new space includes a coffee bar offering espresso, biscuits, and assorted beverages; a bar sink and dishwasher for easy clean up at the end of the day; a seating area with "Bravo" furniture; and an open showroom with a 14-ft. exposed ceiling. All inventory is under one roof and displayed in white cube shelving. "Every time a customer enters the showroom and the first thing they say is, 'Wow,' we know we got it right," Paquette says. *Full profile on RM's Digital Edition* **RM**