

**PCC**

*Puget Consumers Coop*

Having grown organically for over 50 years, and into seven urban neighborhood stores, Maestri helped PCC Natural Markets understand how this was a marvelous opportunity to not only design the details of their newest store, but to use these same elements in the redesign of their other existing properties and branded products.

Their newest store is located in the arts-infused neighborhood of Fremont, in Seattle. As the oldest surviving natural food co-op in the US, PCC's mission has been focused on their critically important community and farm-based support programs. Building a more upscale store presence was not on their radar until the proliferation of Whole Foods type competitors.

True to the character of the Fremont neighborhood, local artists were commissioned by Maestri to create exciting works which infuse the mission of the co-op philosophy subtly in the customer's mind. Signage is often more image than words, in the Japanese kanban style. This approach has broadened the base of their shopping customer to include those outside the "co-op membership" mentality.

Understanding the importance of the co-op's values, the design team partnered with PCC's marketing staff to develop a sensitive way to upgrade their identity on everything without wasting existing resources, financially or ecologically. Store items bearing their old identity were inventoried, used up, and with a careful monitoring program, reordered using the new identity program. This was a more appropriate roll-out for this "green" organization, and ironically the change happened naturally in only a few months. Maestri was involved in everything from shopping bags, to name tags, coffee cups to membership brochures and advertising. The exciting web site design compliments the transition.

Creating a new regional identity, has significantly increased traffic, memberships and sales.

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