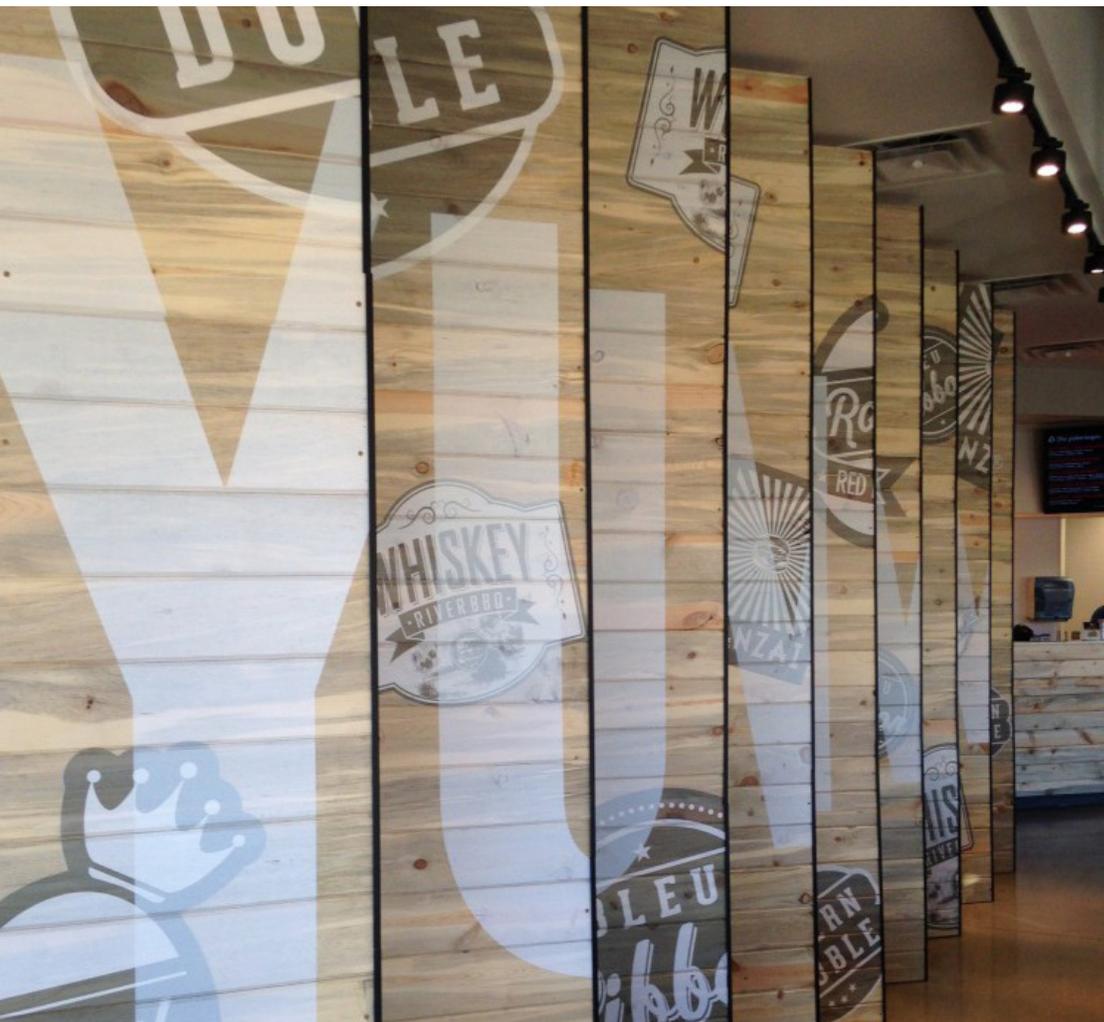


Intelligent Engineering *Brings* 25% Reduction *in Costs for* Burger Works



Challenge

Denver-based Red Robin is a national restaurant chain that emphasizes sustainability and supply chain integrity. They recently launched a new QSR brand: Burger Works. The design concept featured a narrow, “shotgun” layout of 1200-1500 square feet with a stepped, zigurat wall 30 feet long and 10 feet tall, comprised of 9 sections. The modern, visually stunning design communicates the company’s focus on sustainable values. The challenge was to engineer a product that was sustainable, repeatable in look and feel, while adjusting for variances in regional building codes.

Project

Red Robin Burger Works
2016

Material Execution

Beetle Kill Pine, Aluminum,
Polycarbonate

Services: Integration Engineering
Metal Fabrication / Digital Printing
Laser Technology



Process



Decor



Illumination



Metal Fabrication



Laser Technology

HQ

1200 Forum Way South
Ft. Worth, TX 76140



Solution

At the beginning of the project, a third-party firm was selected by Red Robin to produce the frosted laminate acrylic for the blueprint – at a cost of \$10,000 per wall – and ship it to May Group, where it would be integrated as part of the larger fixture. May Group devised a solution that saved both time and money by producing both images in house. The backside of the “burger blueprint” panels were created using an integrated décor solution combining materials expertise and digital imaging techniques that maximize visual impact. From a pencil sketch, we spun the design into fully engineered plans that were easy to adjust according to local building codes. Key to the solution was our ability to source second life beetle kill pine to create a unique décor solution.

HQ

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Success

Red Robin liked that we were able to source sustainable pine for 30' x 10' tongue-and-groove planks that helped establish the Burger Works aesthetic. May Group was able to produce the entire fixture in one facility – from materials sourcing and engineering to printing, woodworking, metal forming, powder coating, logistics, and custom crating for distribution. But the client loved saving \$5000 per location by tapping our capabilities, and the fact that the entire project, from concept to completion, took less than five weeks.

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