



Royston Group, a leader in the outfitting of retail environments through casework, merchandisers, refrigerated cases and exterior store signage, has created Vector International (Vector), an import and consolidation company, to extend product offerings by leveraging its extensive global supplier network and joint ventures in Mexico and China. Frank Callis, Royston Group President and CEO, answers questions about the vision for Vector and the expanded benefits it offers customers.



Frank Callis
President and CEO
Royston Group

→ **Why did you create Vector International?**

Customers want more choice and more product options. Over our many years in business, we have developed great relationships in Mexico and China to support manufacturing demand. Through Vector, we're taking a truly global approach to offer a wider range of products, including some at lower price points than what's possible from our US operations. We've expanded our thinking to provide more products, more value and be a total solutions provider.

→ **What is Vector International?**

As the import arm of the Royston Group, Vector sources products internationally to expand the product selection of our current businesses: Royston, Southern CaseArts, SignResource and Hamilton Labs. It also provides consolidation services for our customers. These two things make a lot of sense together. If you are consolidating a store, you can provide a customer with potential outsourcing opportunities to drive down costs.

→ **What does Vector International provide that no one else does?**

We are one of the only companies in the industry having the breadth of capability to offer mass service agreements. As an example, looking at C-Stores from a shipping standpoint, if we ship more cube volume, would it not make sense to ship more products on the same trucks? You are already sourcing our stand-alone refrigerators; why not let us provide you with our sourced specialty merchandisers and serve as your singular point of contact for refrigeration? We are uniquely positioned to help you do just that.

→ **What are the top three ways Vector can enhance the experience of current RG customers?**

A customer recently said to me: "all I care about it is that the product is complete, on-time, and top quality - the market will take care of the price." I'm confident Vector can deliver on all these points. We want to offer the most comprehensive package of products we can. We want to maintain our best-in-the-business standards for on-time shipping. We want to ensure quality on everything we sell... and we can, we do it today.

→ **What does the "Vector" name mean?**

The dictionary says vector is "a quantity that has magnitude and direction," for us it represents an exciting new path after 50 years in business. We are expanding our reach to increase the magnitude of value we provide to our customers.



→ **Do you have any experience in global sourcing?**

Absolutely. We have a joint venture in Mexico City, the components we manufacture there are seamlessly combined with parts made in Jasper, GA. We import shelves from China that are utilized in our US made shelving units and you cannot tell them apart. Also, we're running a consolidation program for a Top Ten US retailer right now. Our extensive experience bringing quality foreign made products into the US helps control costs. We are expanding our global approach to offer more and more value.

→ **How does Vector choose and ensure quality supplier partners?**

We stringently evaluate potential partners through a comprehensive process that often includes our current industry contacts. We attend Asian and European equipment conferences and are always expanding our database of potential suppliers. A "design brief" is developed at the start of every new project. It lays out what the customer wants to accomplish and outlines all challenges. We start by evaluating the feasibility of producing the product in one of our eight US factories. If it is not possible, we create an "offer package" and request quotes from select vendors. We meet with the vendor, run first articles for quality, test and provide a sample to the customer. This process ensures vendors are bought into the quality process for maximum results

→ **Which retail industry segments does Vector serve?**

All of them. Our products are currently hard at work in a wide range of retail environments across North America. In each setting we've anticipated the specific, unique needs of that market niche and delivered a solution that makes solid business sense.

→ **How will the Vector offering expand over time?**

We're in the listening business—customers tell us what they need, and we work to exceed their expectations. In this complicated global marketplace at least that part is simple.

→ **Does this mean you can make your current products at a lower price in places like China?**

We have a good business and great customer relationships, so we don't need to change that. We will offer new products we have not previously carried for price points that are attractive to our customers. We are not planning to compete with ourselves.

→ **Can my current Royston contact provide me Vector services and products?**

Yes, your current Royston Group salesperson is standing by to explain all the new ways Vector can be of service. Contact them directly and visit thevectorinternational.com for more.