

Sweet Deal

Godiva finds dependable partner in JPMA

2016 NOMINEE

The Shop! Merriman Above & Beyond Awards program recognizes member companies that have exceeded customer expectations.

JPMA Global Inc.

| nominated by Godiva Chocolatier Inc. and Tumi Inc.

- Fast response
- Site knowledge
- Detailed scheduling
- Global reliability



Look for more in upcoming issues of Retail Environments.



Godiva's shop-in-shop at Macy's Herald Square store is a prime example of JPMA's ability to get the job done efficiently and on time.

Whether it's fine chocolates, quality luggage, or something in between, JPMA Global goes way beyond the standard when its clients are in need. Godiva Chocolatier and Tumi were, and still are, both on the receiving end of that healthy work ethic.

JPMA was nominated by Godiva for its much-needed help at the chocolatier's shop-in-shop (SIS) at its Macy's Herald Square location in New York City, and by Tumi for its ongoing close relationship with its displays of luggage, bags, and accessories in department stores, airports, and casinos around the world.

Founded in 1968 by Joseph Paventi, JPMA is one of the largest producers of wood and metal retail store fixtures in North America. With more than 600 employees, the family-owned company is based in Montréal, with offices and showrooms in Shanghai, Paris, London, Miami, and New York City.

The company is more than equipped to handle business as usual, concurrent with troubleshooting and then tackling any challenges that may arise.

It has more than 1.1 million sq. ft. of office, manufacturing, assembly/packing, and warehouse space, and its computer-aided design software produces 3D models and color renderings throughout the design stages of each product.

"However, the strength behind our enterprise goes beyond just manufacturing capacity," JPMA's website notes.



Founded in 1968, JPMA Global is one of the largest store fixture producers in North America. Within its more than a million square feet of manufacturing and warehouse space, 600-plus employees handle wood, metal, and acrylic, as well as powder coating, electroplating, and more.

Joe Belli, SVP of global business development for JPMA Global, concurs. "Our service philosophy is, never say no. The customer is always first; the customer is always right. We keep customers happy and content. Going beyond expectations is our real goal."

JPMA's philosophy, he adds, is "surpassing expectations and building long-term relationships." Most clients have been associated with the company for many years, including some as long as a quarter of a century.

Keeping its sweet promise to Godiva

Linda Lombardi, head of global store design and VM for Godiva, nominated JPMA, which has been the fixture supplier for Godiva for six years. She explains how an opening deadline for an SIS within Macy's was fast approaching and how the professionalism of JPMA caused that store to open on time and as expected.



“Working within the food and beverage industry is extremely challenging. JPMA brings solutions to the table every single day. They respond to the needs of Godiva and to all of our external clients, such as Macy’s, Hudson Bay, and L&T, quickly and professionally.

“This year, we did our largest shop-in-shop with Macy’s Herald Square. Due to many internal approvals and long lead times, I was fearful we would not make the opening, which would have been difficult in more ways than one.”

Displays with ample room for product and welcoming chairs provide a sweet invitation to Macy’s shoppers.

She notes that the success of this installation was the “measure” of how Godiva would be positioned with future shop-in-shops with Macy’s for 2016. “It was so important that we make the installation date.”

The solution? Partnering with everyone from the loading dock to the CEO, JPMA delivered a detailed schedule and stuck to it. Lombardi describes JPMA as “amazing, professional, and a pleasure to work with.”

“Considering they are Montréal-based, their knowledge of working within Macy’s Herald Square saved this project. I truly believe that without that partnership, we would have missed the date.”

For Belli, there seems to have been no question as to whether that SIS would open on time.

“As a vendor, you don’t always get priority [at a department store]. You have to arrange for timing to do our work. We were not the installers. At our own cost, we sent in installers to help with the installation. The original installers were running behind schedule because of dock time and elevator time.”

JPMA is involved with all of Godiva retail stores in the United States.



Ensuring that Tumi projects are always in the bag

Tumi has also been a beneficiary of JPMA’s prowess for several years in regard to its 50-plus stores around the world. Nominated by Yoshie Abe, project manager at Tumi, JPMA has consistently met “critical deadlines with short lead times” and “has always accommodated and pulled through our need.”

Abe adds that “good communication” between the two companies is key, as well as JPMA’s ability to take charge of scheduling and manufacturing. She lists other assets to working with JPMA:

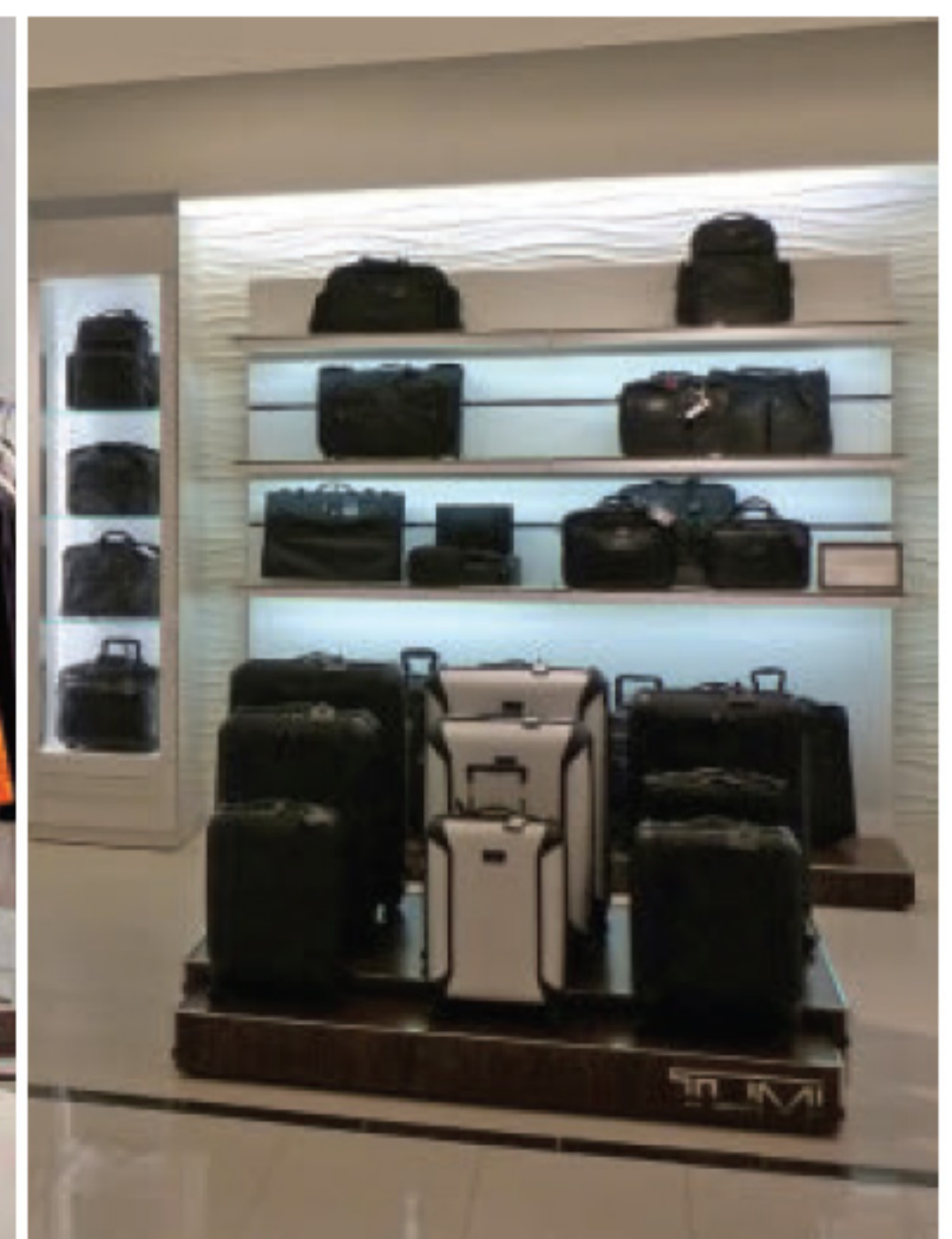
- excellent customer service
- a dedicated person for each client
- always available and accommodating
- reliable for international projects and expertise in exporting
- exceptional services for followups

“They are a good partner, prompt, and very knowledgeable. We’re happy. It’s just a good honest company, reliable to work with, and family-owned. Also, pricing is compatible,” Abe says.

Belli adds that JPMA’s relationship with Tumi, which he says has been thriving for five years, started with small visual accounts. “We do all of their wholesale, outside of their retail stores. We also do their stores in airports and their shop-in-shop in major department stores.”

Concisely stated by Abe, JPMA has “good networks and hold the best parties.”

William Santos is associate editor of Shop!.



JPMA works its magic in Tumi’s stores in airports and shop-in-shops in department stores around the world with, among other things, excellent customer service and expertise in exporting.