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Construction Management

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Retail ESP

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Restoring Retail Order From Katrina's Chaos Can Be a Daunting Task

By now everyone is aware of the devastation that has occurred in the South as a result of Hurricane Katrina. The damage reports are just starting to come in and a large part of the retail community has experienced severe damage as a result of the storm.

We, RPM and the members of [RetailESP](#), have the network and the resources to move quickly and consolidate resources, labor, and materials needed for repairs. As you know, nothing can be done immediately in the New Orleans, St. Bernard, Plaquemines, Jefferson, St. Charles, St. John and Eastern St. Tammany counties. Accommodations and travel in the entire area will be curtailed indefinitely and it will be months before certain areas will even allow residents to return to their homes. RPM and RetailESP are making preliminary plans and arrangements to assist our retail clients to restore their facilities.

RPM and RetailESP are ready to assist with are:

- Project Management as part of your organization
- Construction Management functioning as "in house"
- Disaster recovery, cleanup and disposal
- Survey and Assessment of Damage
- Logistics - moving supplies and personnel to staging centers
- Warehousing and consolidation
- Insurance documentation - photographic damage estimates, cost control, etc.
- Merchandise recovery and inventory of damaged product
- Rebuilding and restoration of damaged facilities
- Remerchandising of facilities
- Documented turnover to operations

Local personnel in the region have been largely displaced but are ready to get your stores up and running. Personnel will be available for beginning preliminary survey and evaluation work and will also be able to mobilize crews for recovery, remediation and restoration of facilities. However, in all other areas where Katrina's touch was not as destructive, crews are standing by to help.

RPM and RetailESP's goal in this venture is to function as an in-house development and construction department on an outsource basis providing complete process, product and service solutions in a professional, cost effective turnkey manner, assisting our clients as they rebuild and reclaim after Katrina.

RPM is a North American, 1-source rapid deployment provider of logistics, warehousing & consolidations, rollouts, installations & merchandising utilizing interactive web-based project management and inventory programs.

RPM's Primary Focus Changes to Katrina Recovery

RPM President and CEO Bill Davis announced today that all current business development is being suspended and all of RPM's energies are being focused on providing the assistance necessary to retail store chains who's Gulf Coast regional stores have been effected by Hurricane Katrina. Davis further stated, "In many cases 3-5% of retail operations of many national chains have been effected by this regional devastation. Some stores need only cleanup and cosmetic repairs while others need full restoration. RPM, with its RetailESP alliance combines over 25 companies to provide the experience and resources necessary to assist our nation's retailers in this unique time."

Come See Us at the In-Store Marketing Expo



Come visit RPM in booth 258 in the Lakeside Center at McCormick Place on September 14-15.

Why should you attend?

It's where the people that will shape the future of in-store marketing connect. Brand marketers, advertising and promotional agencies, CPG manufacturers, retailers and P-O-P producers flock to this two-day conference and exhibition featuring superstar keynotes, on-the-mark educational seminars and industry-leading solutions.

With just what you need to take your retail marketing to a whole new level, you'll see why, if you're anyone who's anyone in-store, this is an event you just can't afford to miss. [Click here to register now](#)

If you feel there may be someone else in your organization that is specifically focusing on this initiative please let us know and we'll make contact accordingly. Again, our focus is all about assisting you in getting the stores back to operational status and assisting your customers through this difficult time.



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