



FACILITY IMAGE GUIDE

VERSION 3.0 | JULY 2016



 **Ditch Witch®**

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The Ditch Witch® Facility Image Approval Process

Ditch Witch Facility Image Standard

Ditch Witch has developed a recommended dealership image standard as part of the Dealer Vision 2020 plan. A comprehensive Facility Image Guide has been created that provides the recommended standards for new Ditch Witch Dealer facilities as well as remodel and update construction projects. It provides guidance on finishes, furnishings, lighting, and the proper use of the branded design elements for both the interior and exterior of your facility. The Facility Image Guide was created in partnership with the architectural firm Sparks-Reed at the request of Ditch Witch Dealer Development.

Any dealer who will be building or updating a facility has the option to develop a design with a local architect or they can choose to work with Sparks-Reed. If a dealer selects Sparks-Reed, they will do a site inspection and provide a basis of design document specific to your facility that identifies key design elements based on an individual dealer's needs (acreage/land size and dimensions, desired square footage, etc.). It is recommended that each dealer wishing to engage with a local architect should use the Facility Image Guide as a reference at the beginning of the design process.

The site-specific drawings created by Sparks Reed are meant only to communicate design intent for your facility. They are not intended for the purpose of planning review, the permit application process, pricing or construction. It is expected that local, licensed professionals will review the compliance of final work with local building ordinances, fire regulations, ADA regulations and all other pertinent codes.

As stated in the current Ditch Witch Dealer Sales and Service Agreement, all new or updated facilities must be approved by Dealer Development prior to land purchase or beginning construction. Design concepts must be submitted and will be reviewed against the Facility Image Guide for recommended branding, signage, color usage, etc. Once again, it is highly recommended that each Dealer use the Ditch Witch Facility Image Guide as it will be the standard that all approvals will be based upon moving forward.

This Facility Image Guide represents a conceptual design standard for a recommended Ditch Witch Facility. It will provide the dealer's Architect of Record a basis for producing Construction Documents (CDs) for your facility.

How to Submit for Approval:

Please submit design concepts for Dealer Development approval via email to kristin.hughes@ditchwitch.com or mail to the factory:

Kristin Hughes
The Charles Machine Works, Inc.
1959 W Fir Ave
Perry, OK 73077

What Happens After I Submit?

Submittals take up to 10 business days to review.

Construction Completion

Upon completion of a new or renovated dealership facility, Dealer Development asks that the dealer to please email photographs that will be stored in the master Ditch Witch® Dealer Facility Image file in Perry. This file will contain photographs of every Ditch Witch location worldwide.

Overview

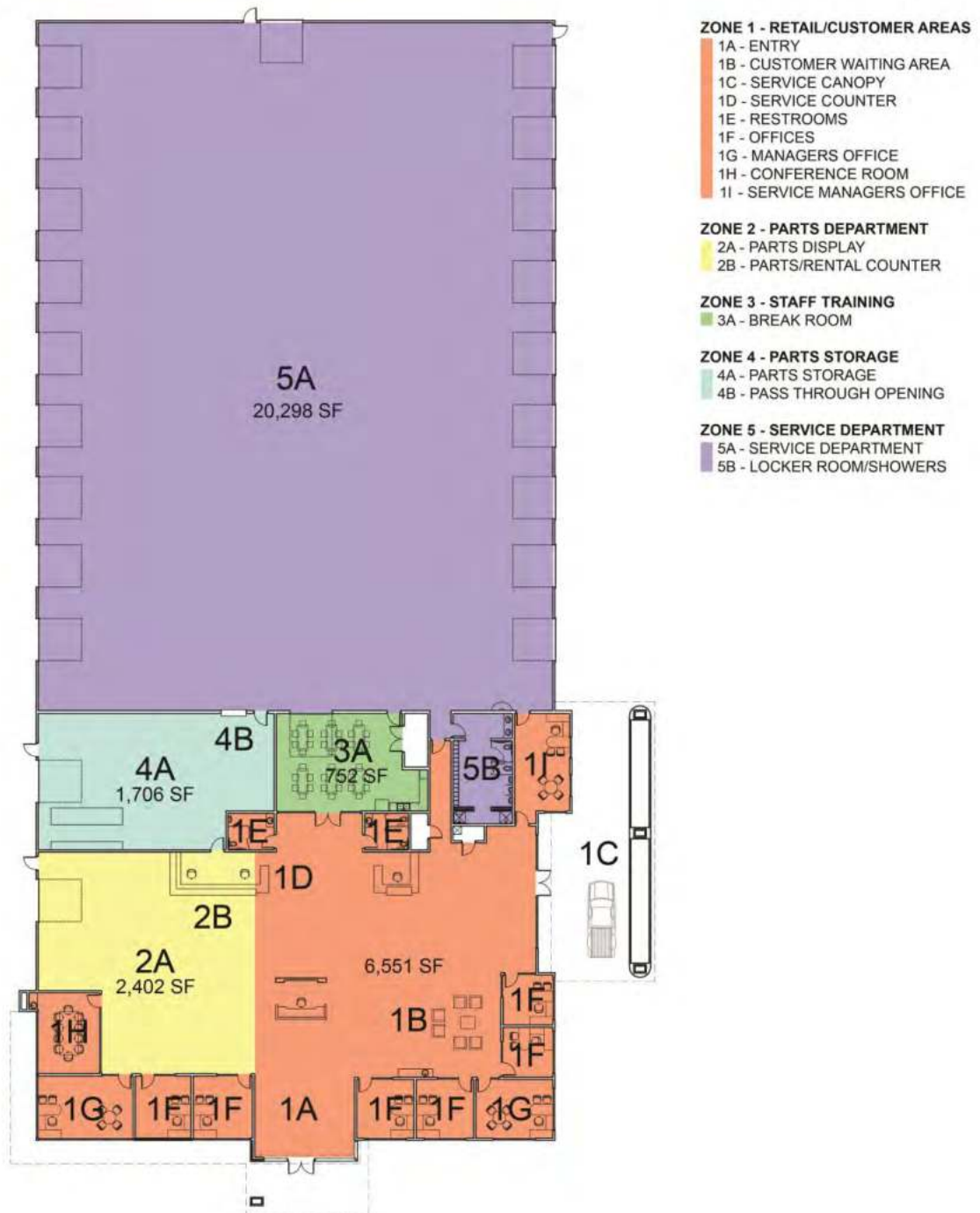
Facility Zones

The Ditch Witch® Facility Image Guide provides recommendations that will express the brand for retail customers consistently across locations. On the pages that follow these guidelines are summarized for each of seven distinct zones (Exterior Zone + 5 Interior Zones + Product and Graphic Display Zone). The images illustrate a prototype dealership to communicate design intent.

- 1. EXTERIOR**
- 2. RETAIL / CUSTOMER AREAS**
- 3. PARTS DEPARTMENT**
- 4. STAFF TRAINING**
- 5. PARTS WAREHOUSE**
- 6. SERVICE DEPARTMENT**
- 7. PRODUCT AND GRAPHIC DISPLAY**

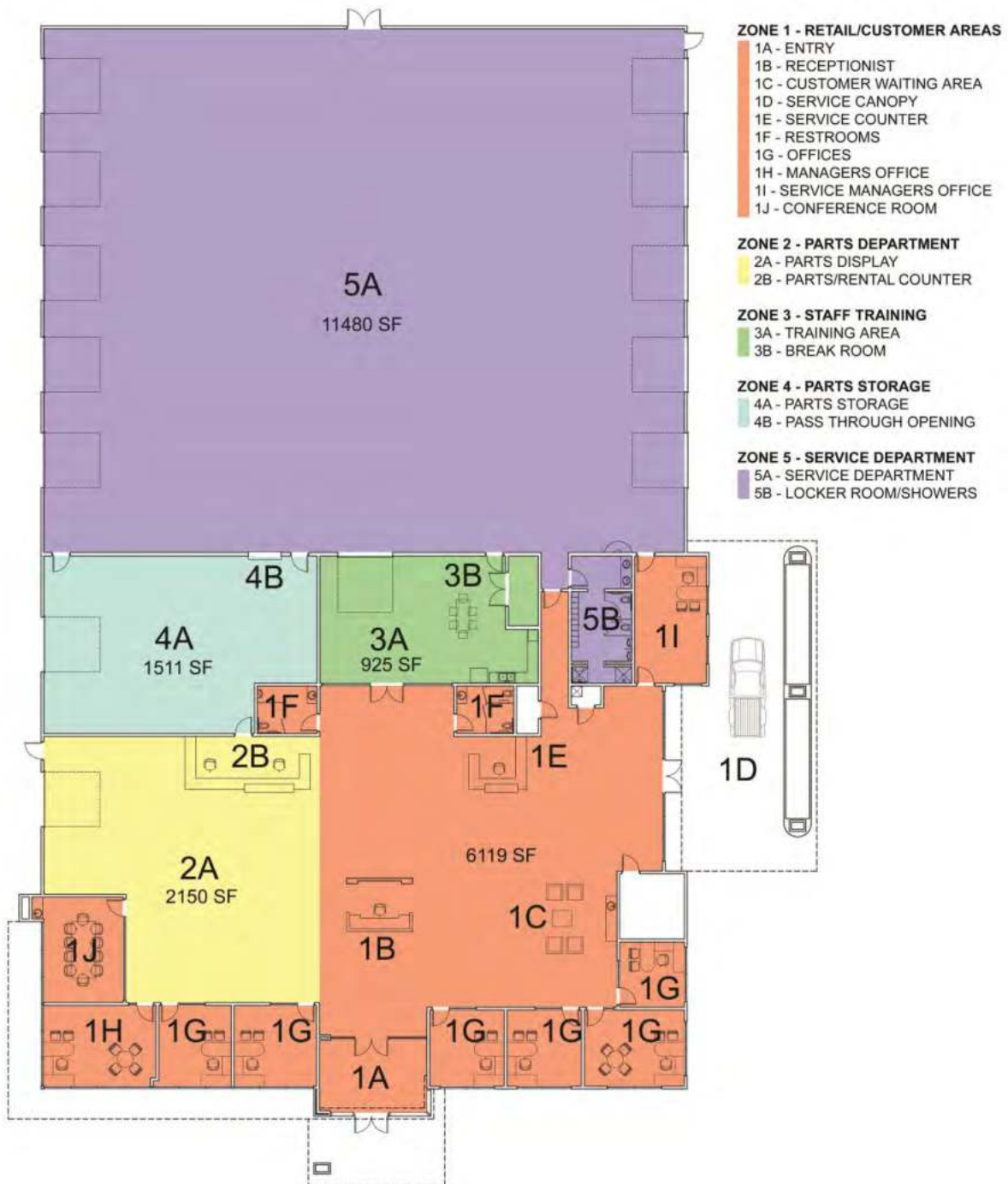
Dealership Space Plan

Extra Large Floor Plan (32,742 Gross Square Feet)



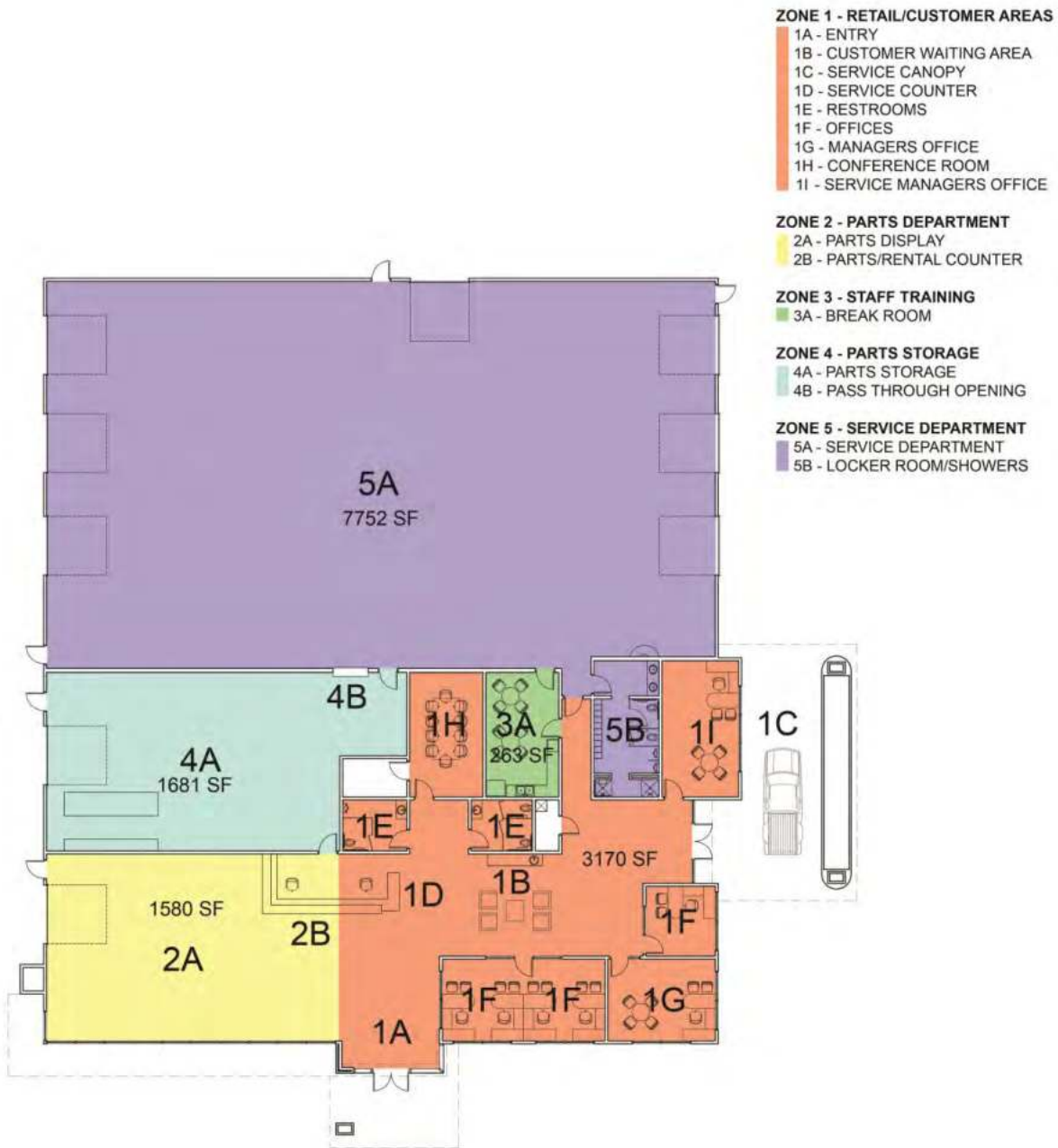
Dealership Space Plan

Large Floor Plan (22,973 Gross Square Feet)



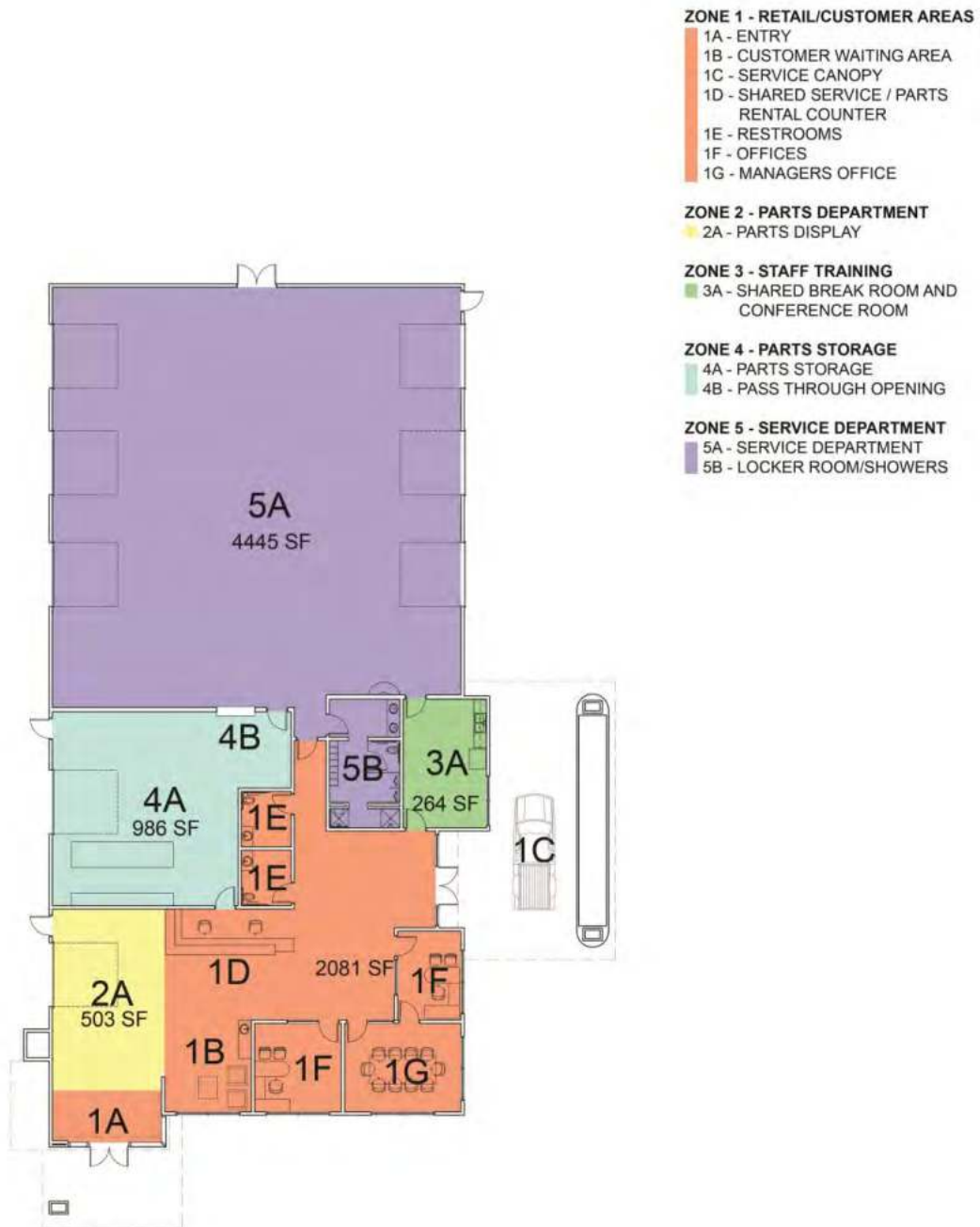
Dealership Space Plan

Medium Floor Plan (15,117 Gross Square Feet)



Dealership Space Plan

Small Floor Plan (8,619 Gross Square Feet)



Ditch Witch® Essential Brand Elements

Recommended and Optional Elements

Below is a list of elements that have been identified as essential brand elements. The tables on the following pages demonstrate which Ditch Witch brand program elements are recommended and which elements are optional.

- Entry Pylon Signage
- Building Exterior Signage
- Logo Use
- Interior Signage
- Entry Element
- Service Canopy
- Exterior Material Palette
- Interior Material Palette
- Product Display
 - Free Standing Gondolas
 - Slat Wall System
 - Printed Materials
 - Video Displays

Notes:

The overall architectural concept and appearance are recommended. Use of specific elements in a manner that does not achieve the overall design intent is not acceptable.

Recommended finishes should be used, unless an alternate is approved.

A “customer area” is any area, room or space that is used by or visible to a customer. All such areas must be Facility Image Program compliant.

These fixtures and furniture specifications or approved alternatives should be utilized in all customer contact areas.

Site and building signs are recommended to be sourced from TriMark Signworks.

1. EXTERIOR

EXTERIOR AND SITE

EXTERIOR DEALER IDENTITY

EXTERIOR ELEVATIONS AND
MATERIAL PALETTE

EXTERIOR ENTRY ELEMENT

FRONT OVERHANG

SERVICE CANOPY

PARTS DISPLAY EXTERIOR
GLASS DOOR





Exterior and Site

Options

Contained within this Facility Image Guide are options for the exterior of the building to be selected by the dealership. Images contained within are representative of 'Option 1,' unless otherwise noted.

Building Exterior

Each location should have compliant application of the recommended entry canopy, whether it be freestanding or integral to structure.

The material for exterior walls in the showroom area should be as shown in the following pages. In both new construction and renovation, this approach to the facade will permit uniform fabrication and economical installation across the Ditch Witch Dealer network. The drawings in this document identify optimal dimensions for panel sizes and proportions.

All ACM on the facade is recommended to be either a rout and return or a rain screen system with ½" to ¾" wide reveals. Dry joint systems are preferred. Batten, molding or field-cut 'sheets and stick' systems are not recommended.

The finish for non-glass elements on all exterior glazing systems should be a clear anodized aluminum appearance.

Exterior Signage

Whether existing or new, all exterior signs should be in good working order. New signage, pylon sign, secondary signs, and wayfinding should appear and be located as specified in this document, and must comply with local restrictions on height and appearance. TriMark Signworks must coordinate final approval and installation of all signs.

As with the building exterior, there are options for exterior building and site signage to be selected by the dealership.

Customer Parking

While exact layout will vary, all facilities should accommodate an identified customer parking area which is oriented toward the front entrance or in as close proximity to the front entrance as possible. Special emphasis should be placed on locally ADA-compliant parking placed as close to the main entrance as possible.

Visibility Requirements

The recommended facility image condition is for customers to have unobstructed views into the entry and its display wall of products or other images, clear views into office and conference rooms which occur on the exterior of the building. This is a key component of customers' arrival and entry experience at the dealer's facility. This applies to both walk-up approaches to the store

(including views from the exterior into the store), and upon passage through the customer entrance into the showroom interior.

An additional desirable condition is for potential customers driving past stores to enjoy views of the receptionist desk during the day and evening.

Exterior office glazing should have their sills at 2'-10" above the finish floor elevation. This allows for clear glazing into the offices while allowing for desks to be moved to face the windows while keeping the top surface of the desk level with the window sill. Posters, sales materials, and the like should not be affixed to the glass or glass doors.

It is recommended that exterior glass be "clear"- that is, non-tinted in terms of glass color to allowing easy viewing into the store. Interior offices are permitted to have interior roller shades. Entry areas are not permitted to use roller shades.

Basis of Design:
Solarban 60 Starphire Ultra-Clear Glass

Flag Pole

If a flag pole is installed, it should be installed in a small grass area, and if the flag is to be left flying overnight, then proper illumination would be required. We recommend locating at the front of the building near front of the service canopy. The height recommended is 35'.

Exterior Concrete Pads

Free-standing concrete pads situated at the front of the site with appropriate lighting may be used to display and highlight equipment. Pad dimensions should be 10' x 10'.

Exterior Dealer Identity

All signs are designed and installed by TriMark Signworks. The images on these pages are representative only and actual signs may vary.

Site Pylon Signs



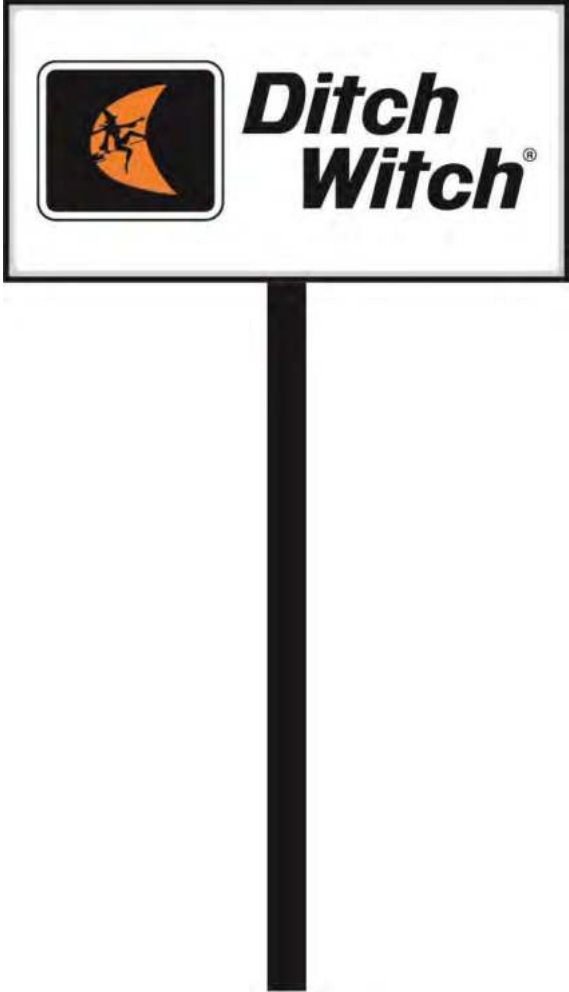
Site Monument Sign



Site Pole Sign



Option 1: Black Sign



Option 2: White Sign

Exterior Building Signage* (Option 1)



All signs are designed and installed by TriMark Signworks. The main Ditch Witch brand signage on the building should consist of:

- **Ditch Witch Logo cabinet sign**
 - Dimensions: (approximately) 3'-2" wide x 2'-8" high
 - Location: Mounted 1'-0" inside of the left edge of overhang.
 - Specifications: Internally-illuminated Cabinet sign
- **'Ditch Witch' word sign**
 - Dimensions: (approximately) 2'-3" high
 - Location: Mounted left edge logo sign.
 - Specifications: non-illuminated white channel letters
- **Dealer Name word sign:**
 - Dimensions: (approximately) 10" high
 - Location: Mounted underneath 'Ditch Witch' word sign.
 - Specifications: non-illuminated orange channel letters
- **"Service" word sign:**
 - Dimensions: 2'-0" high
 - Location: Mounted on the service canopy, centered both horizontally and vertically within the canopy entrance,
 - Specifications: non-illuminated white channel letters

*Note to designer: The exterior renderings shown throughout this document are of option 1 signage package unless noted otherwise.

Exterior Building Signage (Option 2)



All signs are designed and installed by TriMark Signworks. The main Ditch Witch brand signage on the building should consist of:

- **Ditch Witch Logo cabinet sign**
 - Dimensions: (approximately) 3'-2" wide x 2'-8" high
 - Location: Mounted 1'-0" inside of the left edge of overhang.
 - Specifications: Internally-illuminated Cabinet sign
- **'Ditch Witch' word sign**
 - Dimensions: (approximately) 2'-3" high
 - Location: Mounted left edge logo sign.
 - Specifications: non-illuminated white channel letters
- **"Service" word sign:**
 - Dimensions: 2'-0" high
 - Location: Mounted on the service canopy, centered both horizontally and vertically within the canopy entrance,
 - Specifications: non-illuminated white channel letters.

Exterior Elevations and Material Palette *Option 1*



Front (Main Entry) Elevation

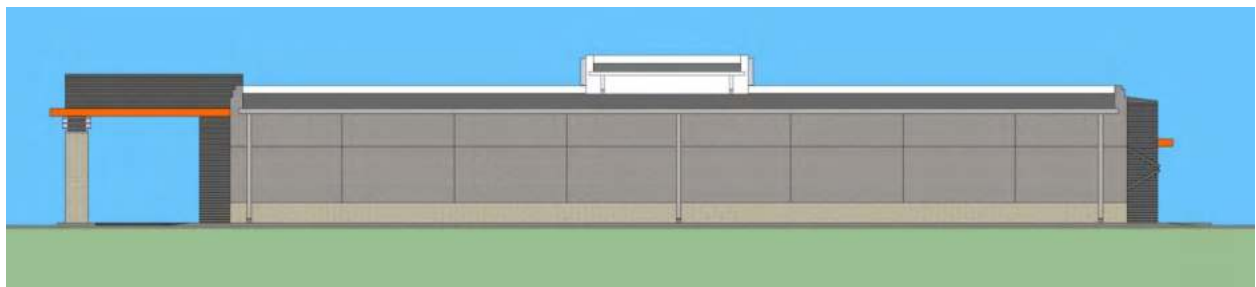


Vertical score lines in EIFS should align with window jambs and horizontal score lines should align with window heads.

Materials in this view:

- EIFS 1
- EIFS 2
- ACM 1
- ACM 2
- Metal Panel 1
- CMU 1

Rear Elevation



Vertical score lines in EIFS should be spaced evenly as required and horizontal score lines should align with overhead door height on each side. Gutter and downspouts should be pre-finished to match EIFS 2.

Materials in this view:

- EIFS 1 (Service Canopy columns)
- EIFS 2
- ACM 1
- Metal Panel 1
- CMU 1

Side (Service Canopy) Elevation



Vertical EIFS score lines should align with window jambs and overhead door jambs. Horizontal score lines should align with window heads and overhead door heads.

Materials in this view:

- EIFS 1
- EIFS 2
- ACM 1
- ACM 2
- Metal Panel 1
- CMU 1

Side Elevation



Vertical EIFS score lines should align with overhead door jambs. Horizontal score lines should align with overhead door heads.

Materials in this view:

- EIFS 1
- EIFS 2
- ACM 1
- ACM 2
- Metal Panel 1
- CMU 1

Exterior Material Palette - Option 1				
Designation	Image	Description	Mfgr / Supplier	Color
ACM 1		Aluminum Composite Panel with Smooth Texture	Alcotex	Pure Orange DM 1110
ACM 2		Aluminum Composite Panel with Smooth Texture	Alcotex	Mouse Grey DM 1107
CMU 1		Polished Concrete Masonry Units	Headwaters Construction Materials	Salt & Pepper 10P
EIFS 1		Fine Finish	Local Supplier	Dark Gray
EIFS 2		Fine Finish	Local Supplier	Medium Gray
Metal Panel 1		Non-Insulated Ribbed Panel Model: CS-260 run horizontally with continuous corners and concealed fasteners	Centria	Steel Gray 9922

Exterior Elevations and Material Palette

Option 2 (Showing Building Signage Option 2)



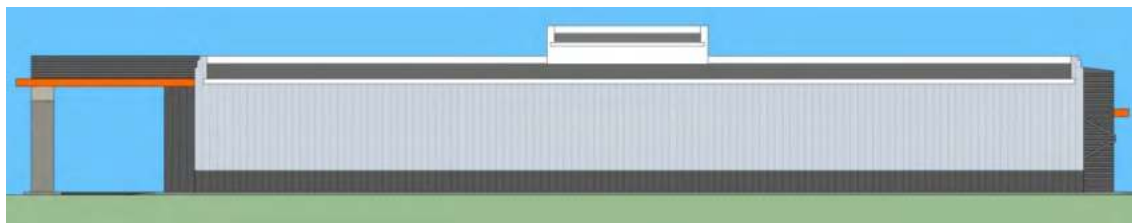
Front (Main Entry) Elevation



Materials in this view:

- Brick 1
- Brick 2
- ACM 1
- ACM 2
- Metal Panel 1
- Metal Panel 2

Rear Elevation



Vertical score lines in EIFS should be spaced evenly as required and horizontal score lines should align with overhead door height on each side. Gutter and downspouts should be pre-finished to match adjacent surface.

Materials in this view:

- Brick 1
- Brick 2
- ACM 1
- Metal Panel 1
- Metal Panel 3
- Metal Panel 4

Side (Service Canopy) Elevation



Materials in this view:









- Brick 1
- Brick 2
- ACM 1
- ACM 2
- Metal Panel 1
- Metal Panel 2
- Metal Panel 3
- Metal Panel 4

Side Elevation



Materials in this view:

- Brick 1
- Brick 2
- ACM 1
- ACM 2
- Metal Panel 1
- Metal Panel 2
- Metal Panel 3
- Metal Panel 4

Exterior Material Palette - Option 2				
Designation	Image	Description	Mfgr / Supplier	Color
ACM 1		Aluminum Composite Panel with Smooth Texture	Alcotex	Pure Orange DM 1110
ACM 2		Aluminum Composite Panel with Smooth Texture	Alcotex	Mouse Grey DM 1107
Brick 1		Slate Gray Brick	ACME Brick, Perla Plant	Slate Gray
Brick 2		Steel Gray Brick	ACME Brick, Perla Plant	Steel Gray
Metal Panel 1		Non-Insulated Ribbed Panel Model: CS-260 run horizontally with continous corners and concealed fastners	Centria	Steel Gray 9922
Metal Panel 2		Non-Insulated Corrugated Panel Model: Econolap 3/4" run horizontally with continous corners, align all exposed fastners in an orderly manner	Centria	Galvanized Steel
Metal Panel 3		Non-Insulated Metal Panel Model: TR4-36 run vertically, align all exposed fastners in an orderly manner	Centria	Steel Gray 9922
Metal Panel 4		Non-Insulated Metal Panel Model: TR4-36 run vertically, align all exposed fastners in an orderly manner	Centria	Chromium Gray 971

Exterior Elevations and Material Palette *Option 3*



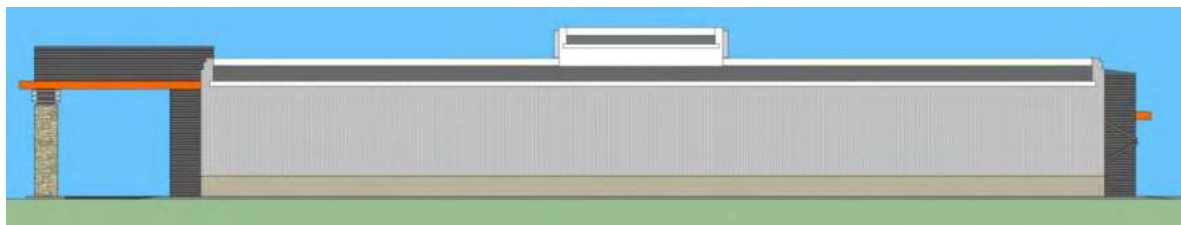
Front (Main Entry) Elevation



Materials in this view:

- CMU 1
- Stone 1
- EIFS 1
- ACM 1
- ACM 2
- Metal Panel 1

Rear Elevation



Vertical score lines in EIFS should be spaced evenly as required and horizontal score lines should align with overhead door height on each side. Gutter and downspouts should be pre-finished to match adjacent surface.

Materials in this view:

- CMU 1
- Stone 1
- ACM 1
- Metal Panel 1
- Metal Panel 4

Side (Service Canopy) Elevation



Materials in this view:

- CMU 1
- Stone 1
- EIFS 1
- ACM 1
- ACM 2
- Metal Panel 1
- Metal Panel 4

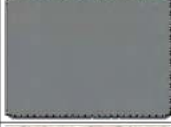



Side Elevation



Materials in this view:

- CMU 1
- Stone 1
- EIFS 1
- ACM 1
- ACM 2
- Metal Panel 1
- Metal Panel 4

Exterior Material Palette - Option 2

Designation	Image	Description	Mfgr / Supplier	Color
ACM 1		Aluminum Composite Panel with Smooth Texture	Alcotex	Pure Orange DM 1110
ACM 2		Aluminum Composite Panel with Smooth Texture	Alcotex	Mouse Grey DM 1107
CMU 1		Polished Concrete Masonry Units	Headwaters Construction Materials	Salt & Pepper 10P
EIFS 1		Fine Finish	Local Supplier	Dark Gray
Metal Panel 1		Non-Insulated Ribbed Panel Model: CS-260 run horizontally with continous corners and concealed fastners	Centria	Steel Gray 9922
Metal Panel 4		Non-Insulated Metal Panel Model: TR4-36 run vertically, align all exposed fastners in an orderly manner	Centria	Chromium Gray 971
Stone 1		Pro-Fit Ledgestone	Boral Bricks	Mojave

Exterior Entry Element



ACM Canopy

The entry canopy is clad in an ACM dry-joint system with a stepped back design. The top 18" high band is clad in ACM 1, and the two lower 6" high bands are clad in ACM 2. Joints in ACM should be spaced equally throughout as needed.

Lighting

The underside of the canopy should have recessed can lights. The quantity and location of these will need to be verified by your electrical engineer. Ensure that lighting is centered in the ACM 2 panels that wrap the underside of the canopy.

Stone Clad Column

The single stone clad column should be on the opposite side of the 'Dealer Name' signage. The column wrap is designed to wrap the needed structural supports and internal roof drain for the entry canopy system. The lower part is CMU 1 while the crown is EIFS 1 with an aluminum trim detail applied to the surface.

Basis of Design:

C.R. Laurence custom trellis in a rectangular profile (2"x8") in a mill finish

EIFS Side Wall

The solid wall opposite the glazing wall should be finished in EIFS 1.

High Parapet

The high parapet is EIFS 1 with an aluminum trim detail applied to the surface. The roof of the high parapet should slope front to back a minimum of 1/4" per foot with a gutter and downspout draining the high parapet roof onto the main roof.

Basis of Design:

C.R. Laurence custom trellis in a rectangular profile (2"x8") in a mill finish

Entry Glazing/Window System

The entry glazing system should incorporate a clean, stream-lined approach. The glazing should wrap two sides of the entry and the glass should be 1" insulated, clear, and free from any advertisements.

Basis of Design:

6750-SG Four Side Silicone by Wausau

Front Overhang



Signage

Refer to 'Exterior Dealer Identity' for more information on this element.

ACM & Ribbed Metal Panel Overhang

The overhang is clad in a ribbed metal panel on top with an ACM dry-joint system overhang on the bottom and wrapping the ceiling of the overhang.

Lighting

The underside of the overhang should have recessed can lights. The quantity and location of these will need to be verified by your electrical engineer. Ensure that lighting is centered in the ACM 2 panels that wrap the underside of the overhang.

Service Canopy



The service canopy is meant to provide customers bringing in equipment needing service a covered area to drop off or load equipment and meet and discuss issues with the service manager.

"Service" Word Signage

Refer to 'Exterior Dealer Identity' for more information on this element.

ACM & Ribbed Metal Panel Canopy

The service canopy is clad in a ribbed metal panel on top with an ACM dry-joint system overhang on the bottom and wrapping the ceiling of the canopy.

Lighting

The underside of the canopy should have recessed can lights. The quantity and location of these will need to be verified by your electrical engineer. Ensure that lighting is centered in the ACM 2 panels that wrap the underside of the canopy.

Stone Clad Column

The column wrap is designed to wrap the needed structural supports and internal roof drain for the service canopy system. The lower part is CMU 1 while the crown is EIFS 1 with an aluminum trim detail applied to the surface.

Basis of Design:

C.R. Laurence custom trellis in a rectangular profile (2"x8") in a mill finish

Storefront Glazing

The storefront glazing is intended to provide the customer a clear line of site into the service desk and main showroom.

The storefront glazing system should be recessed into the main space of the showroom and should span the majority of the recessed wall. As with the rest of the glazing, it should be insulated, tempered, clear and free from all advertisements and other such signage. Roller shades are not permitted on this system unless an exception is granted. This storefront system should be constructed out of hollow metal.

Storefront Glazing Soffit

There is a soffit over the storefront glazing system that extends the entire length of the recess and is at a depth of half the recess for the storefront. The front and underside of this should be clad in ACM 1.

Parts Display Exterior Glass Door



Meant to allow for equipment to be brought in and out of the main showroom space, a 10'-0" wide x 10'-0" high bi-folding glass door is provided. A 3'-0" x 7'-0" man door is provided directly adjacent to the bi-folding door as a means of egress.

Basis of Design:

Option 1: Hydraulic "One-Piece" Glass Bi-fold door by Schweiss Doors (shown above)

Option 2: Glass overhead garage door in aluminum finish by Overhead Door Company

2. RETAIL/ CUSTOMER AREAS

RECEPTIONIST

CUSTOMER WAITING AREA

COVERED SERVICE CANOPY

SERVICE COUNTER

RESTROOMS

OFFICES

MANAGER OFFICE

SERVICE MANAGERS OFFICE

CONFERENCE ROOM



Zone 1: Retail/Customer Areas

Design intent for this business-critical space rests on three simple but absolute principles:

- **Path of Sale.** Organize people and product so customers can easily orient and navigate.
- **Keep current.** Feature and communicate the most current- elements. Highlight national promotional goods/sales.
- **Product is the star.** Use appropriate lighting and materials to enhance the displayed product.

General Recommendations

Have open sight line upon entry to sales offices, parts, and service counters.

Remove past generations of signage, programs, sales events, and promotions.

Preserve clear areas around each display so customers can view from all sides.

All awards and items of merit and distinction should be located off the main showroom floor.

Branded interior elements and graphic interior applications are recommended.

Brand-specific materials palette and fixtures are recommended.

Recommend 10'-0" min. ceiling height in Reception/Waiting Area and 9'-0" ceiling in Offices.

Customer Waiting Area and other support spaces are essential to deliver a compelling customer experience at the dealership.

At minimum, every dealership is recommended to provide the following:

- Lounge seating
- Refreshments/hospitality area
- Customer restrooms
- Retail parts
- TV/Media wall

A retail parts area may carry soft goods depending on the dealership's product mix and clientele. Retail may offer a variety of dealer-installed accessories, which are commonly combined with add-on packages. Accessories may be located in the Showroom or where point-of-purchase items can be in closest proximity to the cashier and Parts Department.

All retail areas are recommended to incorporate current fixture and graphic elements. See Product and Graphic Displays.

Customer area surfaces will comply with all ADA and building code requirements. Refreshment/hospitality area spaces can accommodate vending and coffee, and may also contain plumbing for water and ice.

While small in square footage, restrooms have significant impact on the customer's experience. Solid surfaces and small upgrades to fixtures can have a large impact on customer perception.

The Customer Waiting Area should have direct connection and proximity to Showroom space and product displays.

Materials Strategy

Utilize walk off entry carpets to help remove soil. Use clean and bright materials for countertops and walls with highlights of orange as accent. In general use medium toned grey flooring. Keep use of black to a minimum.

All transitions between tile surfaces and other surfaces should minimize changes in surface elevation, and be free of tripping hazards. Use rubber flooring transitions between appropriate materials. Use the smallest/shortest profile appropriate in color to match adjacent flooring material.

Showroom ceilings should be closed and finished with either 2x2 acoustical ceiling tiles or finished painted gypsum ceiling surfaces.

Application of program-specific accent paint should be implemented as indicated in interior renderings.

Rubber base in general should match Roppe Black - Brown. Use orange rubber base to match orange accent walls.

Restrooms: Ceramic tile can be used the full wall height, see Restroom image, on wet walls with wainscot 54" AFF of grey tile, T3, on remaining walls. Paint above wainscot, P1, with option to do accent paint, P3. Stainless steel finishes for toilet partitions, urinal screens, and toilet accessories is recommended. Solid Phenolic toilet partitions and urinal screens are also acceptable.

Solid Surface material is recommended at customer counters and in counters which have a sink. A comparable plastic laminate color could be used, but is not as durable. Plastic laminate countertops are not recommended at the Reception Desk or customer hospitality areas.

Lighting Strategy

The Showroom lighting recommendations consist of ambient and accent lighting strategically arranged to provide focused lighting on displays, customer touch points and graphics.

The lighting plan utilizes energy-efficient, low-wattage, color-corrected fluorescent or LED lamping. For instance, indirect light sources or fluorescent direct sources should be used in all offices and open workspace. All spaces that have limited occupancy or use should have controls for light and energy management, e.g., timers or occupancy sensors.

Lighting in Retail and Parts areas should be adjustable and configured so that heads can be moved to highlight products.

In conference and training rooms (wherever AV equipment is used) multiple switches and/or dimming controls should be provided for lowering light levels.

Window Treatments

Roller Shades are recommended: Hunter Douglas Contract (or Equal) Manual Roller Shades FR.

In determining the fabric openness factor consider amount of sun exposure, TV/Computer use, and privacy desired. A typical factor is 5% which will reduce glare and give moderate privacy and moderate view of outside. 3% is designed for windows for very high sun exposure, for computer rooms, offices and TV rooms and gives privacy day and night.

Select neutral fabric texture and color such as 5% Sheer Weave 2000 platinum, charcoal or bronze. Color selection should be made with consideration to primary wall paint color and window frame color. Style and color should be consistent throughout building.

For dealers in areas of high humidity an antimicrobial roller shade is recommended: Sheerweave by Phifer with Microban.

Images



Reception/Entry

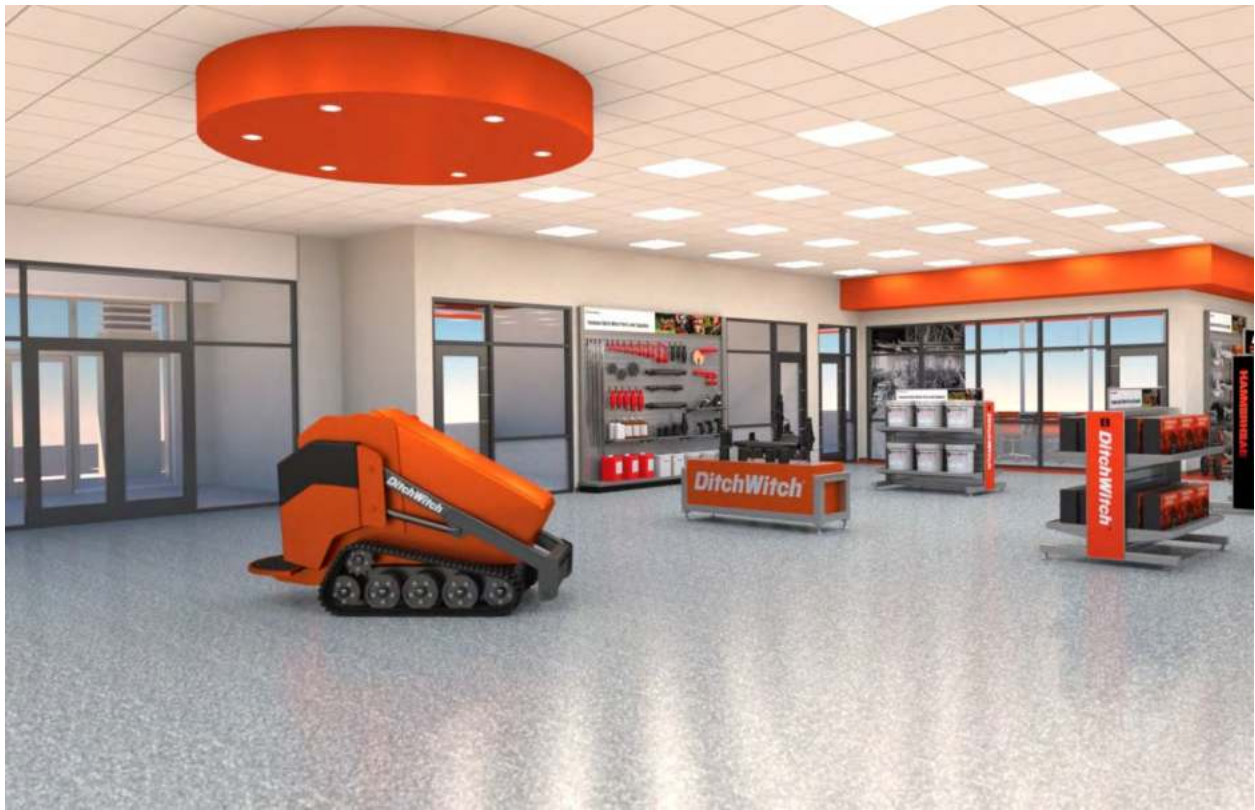
Recommended ceiling height: 10'-0" min.

ML1 Laminate

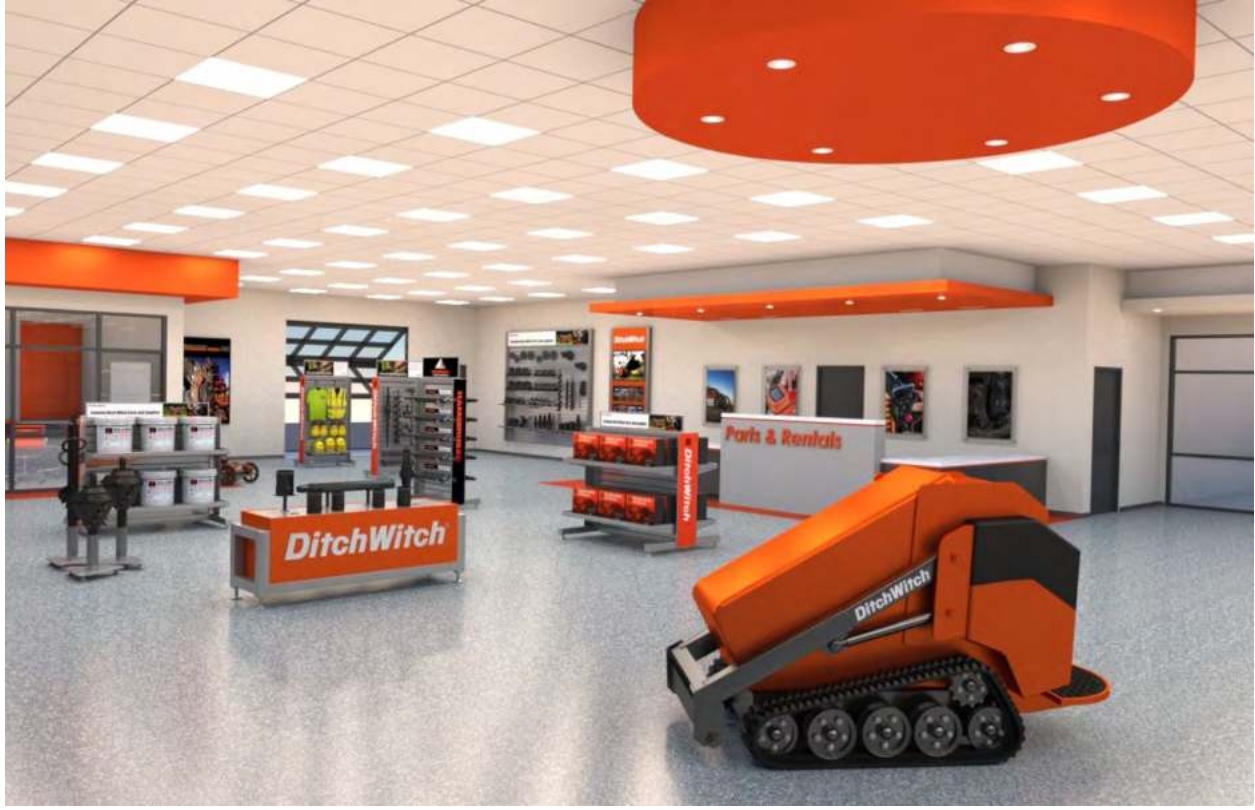
Rubber Flooring, RF1

Metal Lettering, ST, with
Backlit panels, SS2, See Reception
Desk Finishes for other options

Polished Concrete Floors, PS1



Reception/Entry for Dealerships without Reception Desk





Customer Waiting Area

Recommended ceiling height 10'-0" min.

Painted Gyp. Soffit, P3

Area Rug, CA3

Polished Concrete, PS1

Rubber Flooring, RF1
align with soffit above



Customer Waiting Area Console



Customer Waiting Hospitality Area

Solid Surface Counter and Backsplash, SS1

Plastic Laminate Cabinets, PL2, with Under Counter Refrigerator in Stainless Finish

Cabinet pulls equal to Myknobs.com Solid Stainless steel bar pulls.



Service Counter

Recommended ceiling height: 10'-0" min.

Wall wash lighting at back walls

Metal Lettering, ST, See Resources for lettering height and counter detail

Polished Concrete, PS1

Rubber Flooring, RF1



Restroom (Partitions not shown for clarity)

Recommended ceiling height: 9'-0".

Accent Paint, P3

Apron, PL3, with Countertop, SS3

Epoxy Flooring, EP1 and
Rubber base, RB1

Brand Specific Elements

Reception Desk

The Reception Desk is designed to be located at the center of the Showroom. The Reception Desk may be built by the dealer's contractor. See Resources for details.

Conference Room Wall Graphic



On the back wall of the Conference Room (any wall that is visible from the Retail/Customer Area through windows/glass), it is recommended to fill this wall with a super graphic from floor to ceiling. See above.

Content should be historical in nature. Selections may be made from pre-approved graphic images, available upon request.

Recommended ceiling height: 10'-0"

Zone 1: Finish and Furniture Guidelines

Interior General Finishes

The recommendation is to use accent paint, P3 (Orange), as indicated in the all interior renderings. These locations include the side walls behind the reception desk and the gypsum soffits above the Service and Parts Counters. Accent paint, P2 (Grey) can be used on the back walls of the Conference Room and sales offices.

Refer to Floor Plan and Room Finish Schedules for accent paint locations.

Wall Finishes



P1 General Painted Surfaces



P2 Accent Paint



P3 Accent Paint



RB1 Base

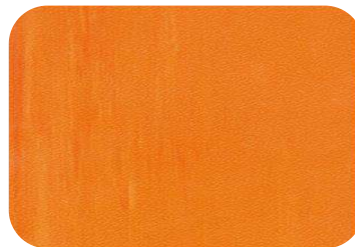
Note: P3 to match orange rubber flooring if applicable, otherwise P3 to be SW6885

For specific information on all program materials, refer to the Materials and Finish Schedule in Section 4.

Floor Finishes



PS1 Polished Concrete Floors



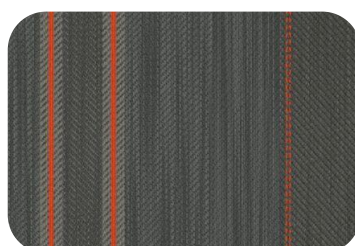
RF1 Reception Area Rubber Flooring



EP1 Epoxy Floors



CA3 Entry Walk-Off Carpet



CA1 Office and Conference Room Carpet, Opt. 1

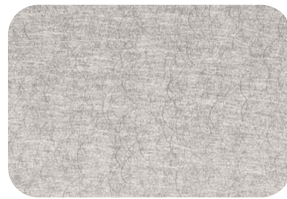


CA2 Office and Conference Room Carpet, Opt. 2

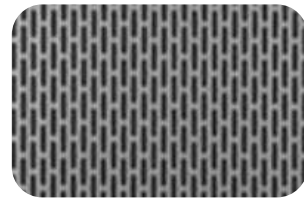
Reception Desk Finishes



SS 2 Reception Desk 3Form Vertical Surface Opt. 1 (can be internally lit/backlit) This option to be used with Metal Lettering Logo on front, as shown in rendering.



ML 1 Vertical Surface, Opt. 2



ST Reception Desk Vertical Surface, Opt. 3 (perforated metal panel)

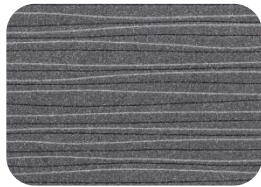


PL 5 Vertical Surface, Opt. 4



SS1 Reception Desk Horizontal Countertop Surface

Service Counter Finishes



PL 2 Vertical Surface, Opt. 1



TREADPLATE Vertical Surface, Opt. 2 (Metal or Thermoplastic)



ML 1 Vertical Surface, Opt. 3



PL 4 Vertical Surface, Opt. 4



SS 3 Countertop Material, Opt. 1



Stainless Steel Countertop, Opt. 2



SS 4 Countertop Material, Opt. 3

TREADPLATE or ML1/ML 2 are used on vertical surfaces of Parts and Service Counters. Refer to renderings.

If Option 4 is used wood laminate should match the wood stain of office doors and wooden office furniture.

Restroom Finishes



PS1 Polished Concrete Floor
Opt.1



EP1 Epoxy Floors
Opt. 2



SS3 Restroom Countertop



PL3 Nevamar Laminate ADA Counter
Apron



T2 Tile Daltile
White



T3 Tile Daltile
Suede Grey



T4 Tile Daltile
Orange Burst



T5 Tile Daltile
Black

Restroom wet wall tiles: semi-gloss, size 3" x 6" running bond install, see Restroom image.



Delta Lahara Sensor Faucet
Opt. 1



Delta Lahara Faucet
Opt. 2

Restroom faucets to be stainless or chrome finish.



Stainless Steel Partitions
Opt. 1



Solid Phenolic in grey
Opt. 2

Interior Doors



Opt. 1 Office and Conference Rooms,
Avanti Vetro doors



Opt 2. Office and Conference Rooms,
Columbian Walnut Plastic Laminate Door
with Brushed Aluminum Trim

Retail / Customer Area Finish Schedule

Zone 1 Interior Finishes					
Designation	Image	Description	Location	Manufacturer	Color
P1		Interior Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	General Wall Paint, Entry, Office, Conference Room, Staff	Sherwin Williams	Collonade Gray SW 7641
P2		Interior Accent Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	Accent Paint for Offices, Conference Room, Staff	Sherwin Williams	Pavestone SW 7642
P3		Interior Accent Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	Reception, Ceiling at Parts and Service Counters, Restroom Accent	Sherwin Williams	Knockout Orange SW 6885 (if RF1 is used, color match)
RB1		Rubber Base 4" Continuous Cove	Everywhere except restrooms	Roppe or equal	Black Brown
CA1		Carpet Tile, Install direction - Brick Ashlar	Offices and Conference Room Opt. 1	Mohawk Denim Collection	Selvage, Hem, Jean in Skinny 955 (Mixture of all patterns)
CA2		Carpet Tile, Install direction - Monolithic	Offices and Conference Room Opt. 2	Shaw Light Series	Vibrant Tile 5T001 Pixel 01761
CA3		Walk-Off Entry Carpet	Entry Vestibule	Interface Entry Level Style: 12901 or equal	Black 7187
CA4		Area Rug Carpet at Waiting Area using Carpet Tiles	Reception Waiting Area Rug	Mohawk Street Thread, Taped Off	Orange and Grey
PS1		Polished Concrete <i>must meet the coefficient of friction regulatory requirement</i>	Entry, Parts, Staff Training		Grey
EP1		Epoxy Flooring	Restrooms and Service Area	Mapei Planiseal Traffic Coat Epoxy Overlay or equal	Grey, with White and Black Specs
RF1		Rubber Flooring, 3mm thick roll goods	Accent a Reception, Lobby, Parts & Service Counters	Arigto, Multifloor ND-Uni or equal	105 U Tangerine (orange to match Ditch Witch colors)
SS1		Quartz Countertop Material	Reception Desk	Silestone	Stellar Snow
SS2		Acrylic Panel	Reception Desk Opt. 1	3Form	Chroma, Ghost
SS3		Quartz Countertop Material	Parts & Services Counters Opt. 1, Staff Training Opt. 1, Restroom Counter	Silestone	Chrome
SS4		Quartz Countertop Material	Parts & Service Counters Opt. 3	Silestone	Naranja Cool
ST		Aluminum Lettering	Reception Desk, Parts & Service Desk	Super Sign Letters Factory or equal	Natural Aluminum Box Letters
TREADPLATE		Metal Treadplate	Parts & Service Counters Opt. 2	Commerical quality Diamond Plate	Two Shades: Light Silver & Darker Grey
TREADPLATE		Thermoplastic Treadplate	Parts & Service Counters Opt 2	MirroFlex Structures	Diamond Plate Crosshatch Silver and Darker Grey (two shades)
ML1		Decorative Metal Plastic Laminate	Reception Desk Opt. 2, Parts & Service Counters Opt. 3	Wilsonart	Florentine #6301 (416)
PL2		Plastic Laminate	Parts & Service Counters Opt. 1	Formica	Storm Solidz 3505-SP
PL3		Plastic Laminate	Staff Training Countertop Opt 2, Restroom Sink Apron	Nevamar	Silver Alu Metalx MXT003T
PL4		Plastic Laminate	Door Opt. 2, Parts & Service Counters Opt. 4, Suggested furniture finish for offices	Wilsonart	Columbian Walnut
PL 5		Plastic Laminate	Reception Desk Opt. 4	Nevamar	Fresh papaya S8001G Glossie
T2		Ceramic Wall Tile, Accent Color, 3"x6" Size	Restroom and Shower Walls	Daltile	White
T3		Ceramic Wall Tile, Field Color, 3"x6" Size	Restroom and Shower Walls	Daltile	Suede Grey
T4		Ceramic Wall Tile, Accent Color, 3"x6" Size	Restroom and Shower Walls	Daltile	Orange Burst
T5		Ceramic Wall Tile, Accent Color, 3"x6" Size	Restroom and Shower Walls	Daltile	Black
ACT 1		Acoustical Ceiling Tile	Everywhere unless gypsum ceiling or exposed structure	Armstrong or equal	Ultima-1912 Beveled Tegular 24"x24" 9/16" Grid, White

Customer Waiting Area Furniture

Typically includes seating for four with one coffee table.



HON Flock Round Lounge
(Dark Grey or Orange)



HON Whisper Vinyl
Charcoal Grey 39



Hon Flock Cube Table
(Columbian Walnut)

Customer Waiting Area Rug



CA4 Mohawk Carpet Street Thread Collection,
Pattern: Taped Off Color: Orange

Office Furniture



HON 10700 Laminate Desking for Typical Office.
Available in a variety of sizes and shapes to
accommodate different layouts



HON 38000 Series (Metal Base
Option) Laminate Top and Steel
Base. Available in U or L Shape



Columbian Walnut
Laminate



HON Ceres Desk Chair
Opt. 1



HON High Back Desk Chair
Boda Opt. 2



HON Ceres Guest Chair
Opt. 1



HON Pagoda Guest Chair
Opt. 2

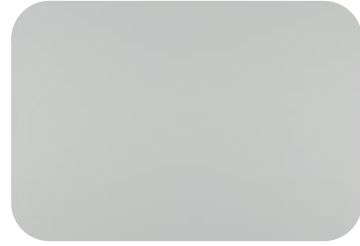
Typical office guest seating: 2-4 chairs per office depending on size. Refer to Resources for typical office furniture space planning.



HON Alloy Navel
HON Chair Fabric Opt. 1



HON Alloy Carbonite
HON Chair Fabric Opt. 2



HON Alloy Mercury
HON Chair Fabric Opt. 3

Conference Room Furniture



HON Preside Conference Table
Columbian Walnut top with Brilliant White hollow panel base



HON Ceres Conference
Chair

Typical Drawer Pulls

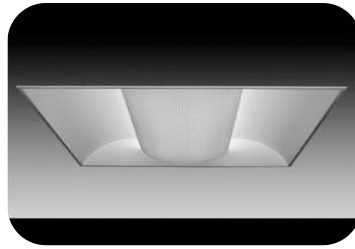


Equal to MyKnobs.com Solid Stainless Steel Bar Pulls (varies sizes available).

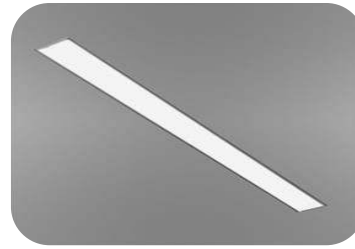
Lighting



ACT1 Ceiling Tile



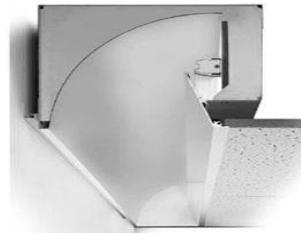
General Use 2x2
Fluorescent direct/Indirect
Down Light



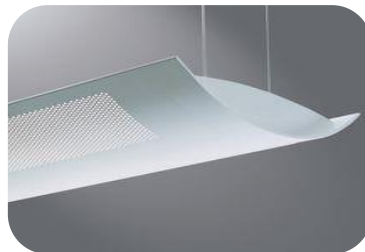
Recessed LED above
Reception in orange gyp.
ceiling



Recessed Linear Wall Wash
Fixtures for Super
Graphics/Slat Walls



LED Track Light at Displays



Pendant Fixture for Staff
Training/Break Room
Opt. if no ceiling is used.

3. PARTS DEPARTMENT

PARTS DISPLAY

PARTS/RENTAL COUNTER



Zone 2: Parts Department

General Requirements

Have open sight line upon entry to sales offices, parts, and service counters.

Remove past generations of signage, programs, sales events, and promotions.

Preserve clear areas around each display so customers can view from all sides.

All awards and items of merit and distinction should be located off the main showroom floor.

Branded interior elements and graphic interior applications are recommended.

Brand-specific materials palette and fixtures are recommended.

Recommend 10'-0" min. ceiling height in Reception/Waiting Areas and 9'-0" ceiling in Offices.

A retail parts area may carry soft goods depending on the dealership's product mix and clientele. Retail may offer a variety of dealer-installed accessories, which are commonly combined with add-on packages. Accessories may be located in the Showroom or where point-of-purchase items can be in closest proximity to the cashier and Parts Department.

All retail areas are recommended to incorporate current fixture and graphic elements.

Customer area surfaces will comply with all ADA and building code requirements. Refreshment/hospitality area spaces can accommodate vending and coffee, and may also contain plumbing for water and ice.

Material Strategy

Showroom ceilings should be closed and finished with either 2x2 acoustical ceiling tiles or finished painted gypsum ceiling surfaces.

Application of program-specific accent paint should be implemented as indicated in interior renderings.

Rubber base in general should match Roppe Dark grey. Use orange rubber base to match orange accent walls.

Solid Surface material is recommended at customer counters and at counters which have a sink. A comparable plastic laminate color could be used, but is not as durable and is not recommended at customer hospitality areas.

Lighting Strategy

The Showroom lighting recommendations consist of ambient and accent lighting strategically arranged to provide focused lighting on displays, customer touch points and graphics.

The lighting plan utilizes energy-efficient, low-wattage, color-corrected fluorescent or LED lamping. For instance, indirect light sources or fluorescent direct sources should be used in all offices and open workspace. All spaces that have limited occupancy or use should have controls for light and energy management, e.g., timers or occupancy sensors.

Lighting in Retail and Parts areas should be adjustable and configured so that heads can be moved to highlight products.

Window Treatments

Roller Shades are recommended: Hunter Douglas Contract (or Equal) Manual Roller Shades FR.

In determining the fabric openness factor consider amount of sun exposure, TV/Computer use, and privacy desired. A typical factor is 5% which will reduce glare and give moderate privacy and moderate view of outside. 3% is designed for windows for very high sun exposure, for computer rooms, offices and TV rooms and gives privacy day and night.

Select neutral fabric texture and color such as 5% Sheer Weave 2000 platinum, charcoal or bronze. Color selection should be made with consideration to primary wall paint color and window frame color. Style and color should be consistent throughout building.

For dealers in areas of high humidity an antimicrobial roller shade is recommended: Sheerweave by Phifer with Microban.

Images



Parts Department

Recommended ceiling height: 10'-0" min.

Ceiling tile, ACT1

Polished Concrete Flooring, PS1

Retail Fixtures, See Product and Graphic Display



Parts and Rentals Counter

- Recommended ceiling height: 10'-0" min.
Painted Gyp. Ceiling, P3
- Rubber Flooring, RF1
- Rubber base at walls and toe kick, RB1

Zone 2: Finish Guidelines

Interior General Finishes

The recommendation is to use accent paint, P3 (Orange), as indicated in the all interior renderings. These locations include the side walls behind the reception desk and the gypsum soffits above the Service and Parts Counters. The orange paint color should match/coordinate with the other orange materials used in the facility; flooring, fabric, etc. Accent paint, P2 (Grey) can be used on the back walls of the Conference Room and sales offices.

Refer to Floor Plan and Room Finish Schedules for accent paint locations.

Wall Finishes



P1 General Painted Surfaces



P2 Accent Paint



P3 Accent Paint



RB1 Base

Floor Finishes

Note: P3 to match orange rubber flooring if applicable, otherwise P3 to be SW6885



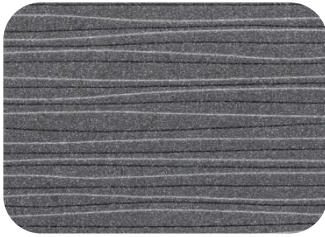
PS1 Polished Concrete Floors
general flooring material



RF1 Rubber Flooring accent
around service desks

For specific information for all program materials, refer to the Materials and Finish Schedule in Section 4

Parts and Rentals Counter Finishes



PL 2 Vertical Surface,
Opt. 1



TREADPLATE Vertical
Surface, Opt. 2 (Metal or
Thermoplastic)



ML 1 Vertical Surface,
Opt. 3



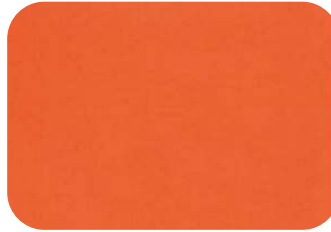
PL 4 Vertical Surface,
Opt. 4



SS3 Countertop
Material, Opt. 1



Stainless Steel
Countertop, Opt. 2



















SS4 Countertop
Material, Opt. 3

TREADPLATE or ML1/ ML 2 are used on vertical surfaces of Parts and Service Counters. Refer to renderings.

If Option 4 is used wood laminate should match the wood stain of office doors and wooden office furniture.

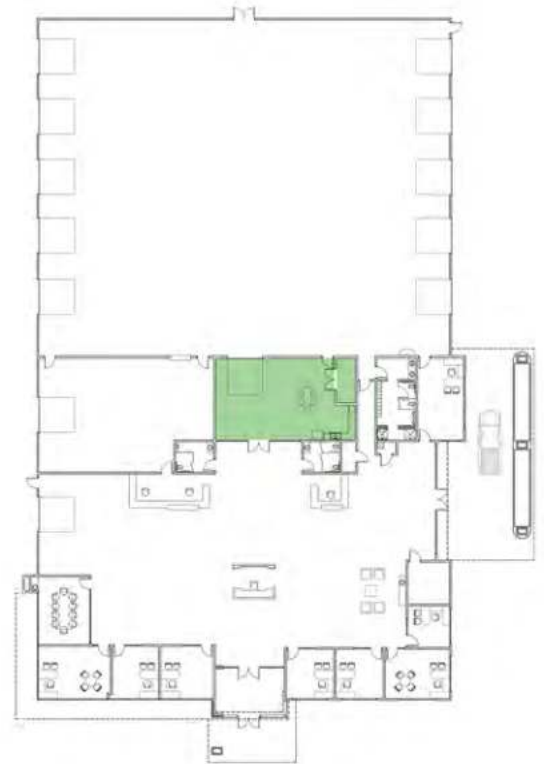
Parts Department Finish Schedule

Zone 2 Interior Finishes					
Designation	Image	Description	Location	Manufacturer	Color
P1		Interior Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	General Wall Paint, Entry, Office, Conference Room, Staff	Sherwin Williams	Collonade Gray SW7641
P2		Interior Accent Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	Accent Paint for Offices, Conference Room, Staff	Sherwin Williams	Pavestone SW7642
P3		Interior Accent Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	Reception, Ceiling at Parts and Service Counters, Restroom Accent	Sherwin Williams	Knockout Orange SW 6885 (If RF1 is used, color match)
RB1		Rubber Base 4" Continuous Cove	Everywhere except restrooms	Roppe or equal	Black Brown
PS1		Polished Concrete must meet the coefficient of friction regulatory requirement	Entry, Parts, Staff Training		Grey
EP1		Epoxy Flooring	Restroom and Service Area	Mapel Planiseal Traffic Coat Epoxy Overlay or equal	Grey, with White and Black Specs
RF1		Rubber Flooring, 3mm thick roll goods	Accent a Reception, Lobby, Parts & Service Counters	Arigto, Multifloor ND-Uni or equal	105 U Tangerine (orange to match PMS 165)
SS3		Quartz Countertop Material	Parts & Services Counters Opt. 1, Staff Training Opt. 1, Restroom Counter	Silestone	Chrome
SS4		Quartz Countertop Material	Parts & Service Counters Opt. 3	Silestone	Naranja Cool
STAINLESS		Stainless Steel Countertops	Parts & Service Counters Opt. 2	Stainless Steel w/ smooth edge	Stainless Steel
TREADPLATE		Metal Treadplate	Parts & Service Counter Opt. 2	Commercal quality Diamond Plate	Two Shades: Light Silver & Darker Grey
TREADPLATE		Thermoplastic Treadplate	Parts & Service Counter Opt 2	MirroFlex Structures	Diamond Plate Crosshatch Silver and Darker Grey (two shades)
ML1		Decorative Metal Plastic Laminate	Reception Desk Opt. 2, Parts & Service Counters Opt. 3	Wilsonart	Florentine #6301 (416)
PL2		Plastic Laminate	Parts & Services Counters Opt. 1	Formica	Storm Solidz 3505-SP
PL4		Plastic Laminate	Door Opt. 2, Parts & Service Counters Opt. 4, Suggested furniture finish for offices	Wilsonart	Columbian Walnut
ACT1		Acoustical Ceiling Tile	Everywhere unless gypsum ceiling or exposed structure	Armstrong or equal	Ultima-1912 Beveled Tegular 24"x24" 9/16" Grid, White

4. TRAINING

TRAINING AREA

BREAK ROOM



Zone 3: Training/Break Room

General Requirements

The Training Room may be separate or combined with the Break Room. The size and configuration of these areas should be based on the individual dealer's needs.

Test floor plan by showing desired furniture and maximum number of people who could be in this space. Allow 20sf per person for seating at tables and stacking chairs (classroom style).

Ceiling height in Training Room / Break Room should be no less than 11'-0" clear (coordinate with overhead door). Acoustical tile, ACT1, or exposed ceilings are both acceptable ceiling finishes. Please note exposed ceilings will require alternate lighting fixtures.

Overhead door to be 10' tall x 10' wide. The overhead door drum is recommended to be concealed in the space above ceiling, coordinate with MEP and Architect. A standard 3'-0" wide man door is recommended from Service into Training areas. Minimize HVAC and other noise with thoughtful design and layout of spaces.

Material Strategy

Application of program-specific accent paint should be implemented as indicated in interior renderings.

Solid Surface material is recommended at customer counters and counters which have a sink. A comparable plastic laminate color could be used but is not as durable and is not recommended.

Epoxy flooring is recommended with an integrated logo located in a highly visible, clear area in the floor.

Lighting Strategy

Recessed fluorescent lighting is recommended with acoustical ceiling tile, ACT1. Use suspended pendant fixtures if an exposed ceiling is selected.

In Training Room (wherever AV equipment is used) provide multiple switches and/or dimming controls for lowering light levels.

Window Treatments

Roller Shades are recommended: Hunter Douglas Contract (or Equal) Manual Roller Shades FR.

In determining the fabric openness factor consider amount of sun exposure, TV/Computer use, and privacy desired. A typical factor is 5% which will reduce glare and give moderate privacy and moderate view of outside. 3% is designed for windows for very high sun exposure, for computer rooms, offices and TV rooms and gives privacy day and night.

Select neutral fabric texture and color such as 5% Sheer Weave 2000 platinum, charcoal or bronze. Color selection should be made with consideration to primary wall paint color and window frame color. Style and color should be consistent throughout building.

For dealers in areas of high humidity an antimicrobial roller shade is recommended: Sheerweave by Phifer with Microban.

Images



Staff Training / Break Room

Recommended ceiling height: 12'-0".

Logo in Floor

Epoxy Floor, EP1

Zone 3: Finish and Furniture Guidelines

Staff Training/Break Room Finishes



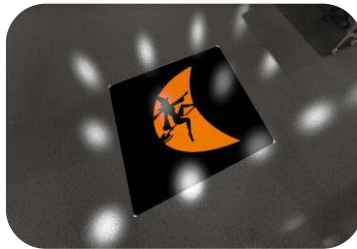
P1 General Painted Surfaces



P2 Accent Paint



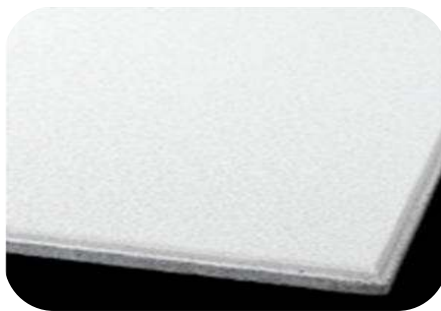
EP1 Epoxy Floor
Opt. 1 (Recommended)



Ditch Witch Logo in
Flooring (Optional with
either Epoxy or Concrete)



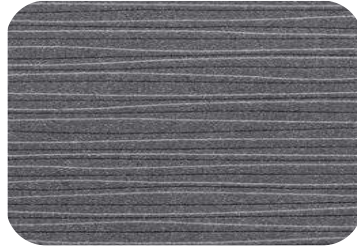
PS1 Polished Concrete
Opt. 2



ACT 1 Ceiling Tile Opt. 1
Opt.2 leave open/exposed to structure



PL1 Upper Cabinet
Laminate



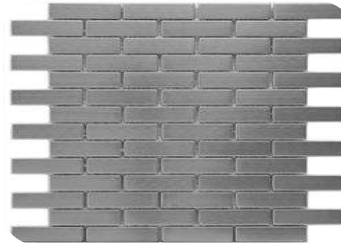
PL2 Lower Cabinet
Laminate



SS3 Countertop Material
Opt.1



PL3 Countertop Material
Opt. 2



T1 Backsplash



Sink Faucet

Staff Training/Break Room Furniture



TRAINING: HON Motivate
Folding Table (with or
without modesty panel)



TRAINING: HON Motivate
Stacking Chair Opt.1



TRAINING: HON Perpetual
Nesting Chair Opt. 2

Note: Stacking chairs are available with or without casters



HON Work Surfaces
G2 Gray Laminate



HON Painted Finishes
Silver Metallic



HON Upholstery
Whisper Vinyl
(Dark Grey or Orange)
















BREAK ROOM: HON Utility
Table 29" high with options for
depth and width. Metal legs



BREAK ROOM: HON Motivate
Stacking Chair

Training / Break Room Finish Legend

Zone 3 Interior Finishes					
Designation	Image	Description	Location	Manufacturer	Color
P1		Interior Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	General Wall Paint, Entry, Office, Conference Room, Staff	Sherwin Williams	Collonade Gray 7641
P2		Interior Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	Accent Paint for Offices, Conference Room, Staff	Sherwin Williams	Pavestone SW 7642
RB1		Rubber Base 4" Continuous Cove	Everywhere except restrooms	Roppe or equal	Black Brown
CA1		Carpet Tile, Install direction - Brick Ashlar	Offices and Conference Room Opt. 1	Mohawk Denim Collection	Selvadge, Hern, Jean in Skinny 955 (Mixture of all patterns)
PS1		Polished Concrete must meet the coefficient of friction regulatory requirement	Entry, Parts, and Staff Training		Grey
EP1		Epoxy Flooring	Restrooms and Service Area	Mapel Planiseal Traffic Coat Epoxy Overlay or equal	Grey, with White and Black Specs
SS3		Quartz Countertop Material	Parts & Services Counters Opt. 1, Staff Training Opt. 1, Restroom Counter	Silestone	Chrome
PL1		Plastic Laminate	Staff Training Upper Cabinets	Abet Laminati	835 Millerighe
PL2		Plastic Laminate	Staff Training Lower Cabinets	Formica	Storm Solidz 3505-SP
PL3		Plastic Laminate	Staff Training Countertop Opt 2, Restroom Sink Apron	Nevamar	Silver Alu Metalx MXT003T
PL4		Plastic Laminate	Door Opt. 2, Parts & Service Counters Opt. 4, Suggested furniture finish for offices	Wilsonart	Columbian Walnut
T1		Stainless 1"x2" Mosaic Tile for Backsplash, Brick Pattern install. Use unsanded medium grey grout	Staff Training Kitchen Backsplash	Subway Tile Outlet or equal	Brushed Silver
ACT1		Acoustical Ceiling Tile	Everywhere unless gypsum ceiling or exposed structure	Armstrong or equal	Ultima-1912 Beveled Tegular 24"x24" 9/16" Grid, White

5. PARTS WAREHOUSE

PARTS STORAGE

PASS THROUGH OPENING



Zone 4: Parts Warehouse

General Requirements

Overall allocation of space for the Parts Warehouse should be based on individual dealer's needs. Recommendation to leave ceiling open to structure and allow for ceiling height of 12'-0" – 14'-0".

Mezzanine systems can be added to increase the amount of space for parts. These systems must comply with applicable fire and building codes.

Bin System by VIDMAR storage cabinets recommended for Parts Warehouse in grey or silver color. Other recommended storage options include: high-density shelving, mechanically assisted storage tray systems or conventional shelving.

Allow space for 24" x 16'-0" work counter for building chains as needed, and storage space for re-using shipping boxes. Dedicated secure shipping and receiving areas for parts delivery are recommended.

Dimensions, circulation, exits and path of travel should comply with building codes.

Lighting Strategy

Lighting in the Parts Warehouse will vary depending on the overhead condition and presence of mezzanine space. Select lighting appropriate to the use of the space.

Choose fixtures based on lifetime costs, including maintenance and energy consumption, rather than first-cost savings alone.

Window Treatments (If Applicable)

Roller Shades are recommended: Hunter Douglas Contract (or Equal) Manual Roller Shades FR.

In determining the fabric openness factor consider amount of sun exposure, TV/Computer use, and privacy desired. A typical factor is 5% which will reduce glare and give moderate privacy and moderate view of outside. 3% is designed for windows for very high sun exposure, for computer rooms, offices and TV rooms and gives privacy day and night.

Select neutral fabric texture and color such as 5% Sheer Weave 2000 platinum, charcoal or bronze. Color selection should be made with consideration to primary wall paint color and window frame color. Style and color should be consistent throughout building.

For dealers in areas of high humidity an antimicrobial roller shade is recommended: Sheerweave by Phifer with Microban.

Zone 4: Finishes and Furniture Guidelines

Parts Warehouse Finishes



P1 General Painted Surfaces



P2 Accent Paint



PS1 Polished Concrete
Opt. 1 (Recommended)








Ditch Witch Logo in
Flooring (Option)



EP1 Epoxy Floor
Opt. 2

No ceiling is recommended in this space, instead maximize height by leaving open to structure above.

Parts Warehouse Finish Schedule

Zone 4 Interior Finishes					
Designation	Image	Description	Location	Manufacturer	Color
P1		Interior Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	General Wall Paint, Entry, Office, Conference Room, Staff	Sherwin Williams	Collonade Gray SW 7641
P2		Interior Accent Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	Accent Paint for Offices, Conference Room, Staff	Sherwin Williams	Pavestone SW 7642
RB1		Rubber Base 4" Continuous Cove	Everywhere except Restrooms	Roppe or equal	Black Brown
PS1		Polished Concrete <i>must meet the coefficient of friction regulatory requirement</i>	Entry, Parts, Staff Training		Grey
EP1		Epoxy Flooring	Restrooms and Service Area	Mapei Planiseal Traffic Coat Epoxy Overlay or equal	Grey, with White and Black Specs

Parts Warehouse Furniture



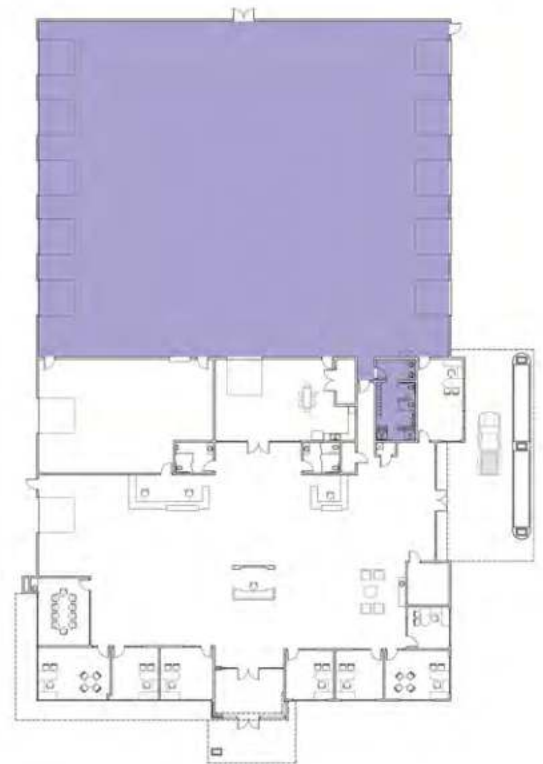
HON Perpetual Nesting Chair



HON Laminate Desk 38000 Series
Columbian Walnut Top, Black Metal Base

6. SERVICE DEPARTMENT

SERVICE DEPARTMENT
LOCKER ROOM/SHOWERS



Zone 5: Service Department

General Requirements

Overall allocation of space for the Service Department should be based on individual dealer's needs. Overhead doors are recommended and should be no less than 10'-0" wide and 14'-0" tall (verify with specific requirements of your facility).

Ancillary support spaces such as technician lockers and lunch/training spaces should be designed with durability in mind.

Provide eye wash and hand wash stations in the Service Department. Install FRP Panel or comparable water proof backsplash material on wall behind these stations.

Material Strategy

Materials inside the Service Department should be of an industrial quality. Ensure that the specified flooring keeps petroleum product from seeping into concrete below. Upgrades to epoxy coating and program specific tile are at the dealer's discretion.

Adequate space must be provided for oil storage, and the storage and disposal of batteries and tires. These are toxic and hazardous and require special storage and removal.

Lighting Strategy

Natural lighting in the service area through clerestory windows or skylights is encouraged.

High Bay or Strip Fluorescent lighting is appropriate. Use gasketed lighting and wet location lighting as needed.

Zone 5: Finish Guidelines

Service Department Finishes



P2 General Painted Surfaces



P4 Accent Paint very dark grey, use if needed somewhere to hide dirt/oil



Handwash Station by Northwind, Inc.



EP1 Epoxy Floor or comparable poured industrial floor to create non-porous surface

Locker Room / Restroom Finishes



Penco Guardian Lockers
color: grey



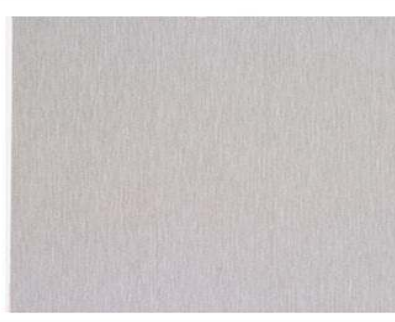
PS1 Polished Concrete
(Opt 1)



EP1 Epoxy Floor (Opt 2)



SS3 Restroom Countertop



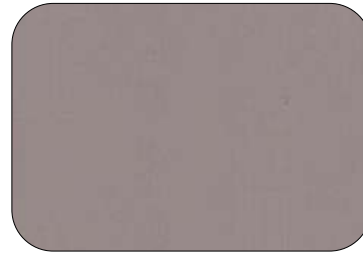
PL3 Nevamar Laminate ADA Counter
Apron



T4 Tile Daltile Orange Burst



T2 Tile Daltile White



T3 Tile Daltile Suede Grey

Restroom wet wall tiles: semi gloss, size 3" x 6" stack bond install, primarily grey and white with orange as accent. Refer to Restroom Image.



Delta Lahara Sensor Faucet
Opt. 1



Delta Lahara Faucet
Opt. 2

Faucets recommended in stainless or chrome finish











Stainless Steel Partitions
Opt. 1



Solid Phenolic color: gray
Opt.2

Service Department Finish Schedule

Zone 5 Interior Finishes					
Designation	Image	Description	Location	Manufacturer	Color
P2		Interior Accent Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	Accent Paint for Offices, Conference Room, Staff	Sherwin Williams	Pavestone SW 7642
P3		Interior Accent Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	Reception, Ceiling at Parts and Service Counters, Restroom Accent	Sherwin Williams	Knockout Orange SW 6885 (if RF1 is used, color match)
EP1		Epoxy Flooring	Restrooms and Service Area	Mapei Planiseal Traffic Coat Epoxy Overlay or equal	Grey, with White and Black Specs
PL3		Plastic Laminate	Staff Training Countertop Opt 2, Restroom Sink Apron	Nevamar	Silver Alu Metalx MXT003T
T2		Ceramic Wall Tile, Accent Color, 3"x6" Size	Restroom and Shower Walls	Daltile	White
T3		Ceramic Wall Tile, Field Color, 3"x6" Size	Restroom and Shower Walls	Daltile	Suede Grey
T4		Ceramic Wall Tile, Accent Color, 3"x6" Size	Restroom and Shower Walls	Daltile	Orange Burst
T5		Ceramic Wall Tile, Accent Color, 3"x6" Size	Restroom and Shower Walls	Daltile	Black

Product Display

Slatwall

Slatwall may be added to Parts showrooms to better display parts and retail merchandise. Slatwall can be installed in framed sections for a more finished look or floor to ceiling to maximize display space. For a custom look, install graphic headers incorporating current marketing materials.

Recommend: Marlite Slatwall – Brushed Aluminum finish with heavy duty aluminum inserts and trim



Fixtures

The following retail fixtures have been designed and developed to provide maximum merchandise display flexibility, branding and graphic continuity along with superior durability. You'll find detailed specifications and description for each fixture in the subsequent pages.



Ditch Witch®

Portable merchandising systems offer ultimate flexibility.



FEATURES

- Large locking casters for ease of relocation.
- Standard slot and one-inch slats offer merchandising flexibility.

HOUSING DISPLAY **\$1,169.00**

DIMS 36" wide x 48" high x 30" deep

INCLUDES Portable display with standard slot hardware, 8 (eight) black housing cradles, 1 (one) 24" x 10" slatwall sign topper with graphic insert, instructions sheet.

COLOR Satin posts, slatwall and frame. Gray base with black insert. Black shelves.

LOAD CAPACITY 300 lbs. maximum (one side). Heaviest housing should be placed on bottom cradle with lightest on top.

SLATWALL Accepts standard slatwall accessories.



FEATURES

- Large locking casters for ease of relocation.
- One-inch slats offer merchandising flexibility.

SHELVING DISPLAY **\$1,019.00**

DIMS 60" wide x 48" high x 30" deep

INCLUDES Portable display, 4 (four) 10" x 48" gray shelves, 2 (two) 8" x 48" gray shelves, 12 (twelve) 8" chrome hooks, 1 (one) 36" x 10" slatwall sign topper with graphic insert, instructions sheet.

COLOR Satin posts, slatwall and frame. Gray base with black insert. Gray shelves.

LOAD CAPACITY 600 lbs. maximum (one side)

SLATWALL Accepts standard slatwall accessories.

Lavi Industries

Queuing and Public Guidance experts for over 35 years.

Jamie Ladd: jamiel@lavi.com
Phone: 972.322.4081 | Direct: 661.219.3125

ORDER ONLINE!
www.lavi.com/ditchwitch

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Graphic Display

General Requirements

Create a branded experience for Ditch Witch customers.

Utilize current marketing materials as much as possible within the facility. All signage and collateral should be compliant with current brand standards. Signage should be intentional in placement and enhance the customer experience. Refer to the Brand Standards Guide for requirements.

Photography

Current equipment photography is recommended as artwork throughout all dealerships. Photos are available for download via Ditch Witch flickr accessible from ditchwitch.com. High resolution photos may then be uploaded and printed directly on canvas and/or metal prints or framed with a quality mat and frame.

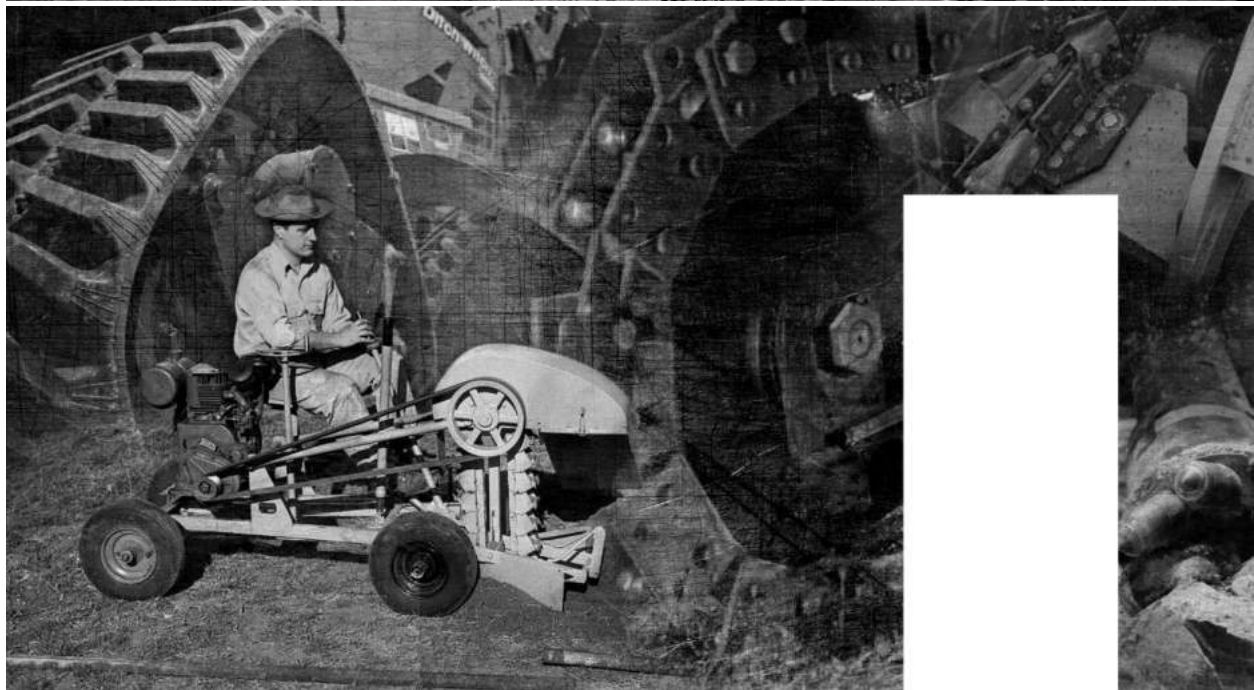
Recommended suppliers include www.mpix.com www.fineartamerica.com or www.shutterfly.com

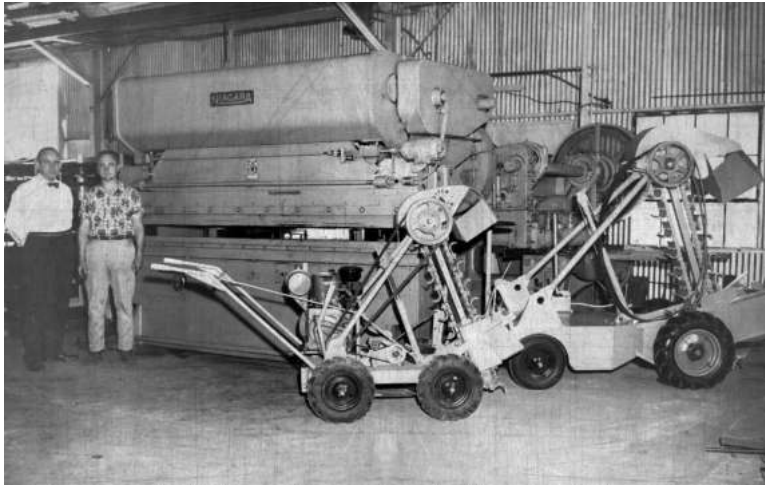
Super Graphics and Murals

Oversized photography and murals can be used throughout the facility to add interest and color. Use a single large photo as wallcovering or design a custom mural with the help of a graphic designer using historical and/or current photography of your choice.



Installed Super Graphics Examples

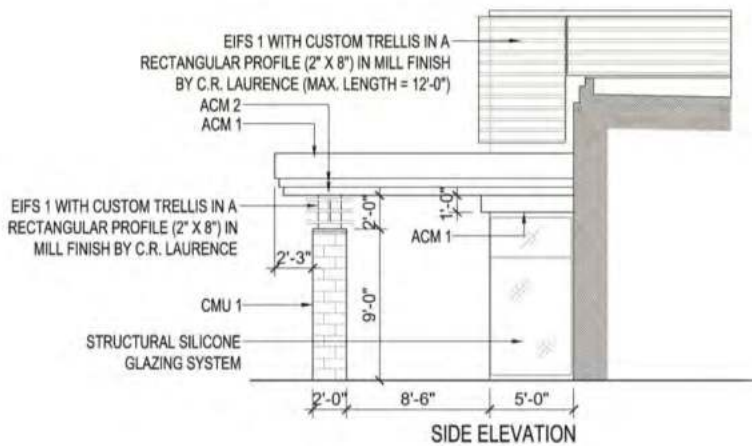
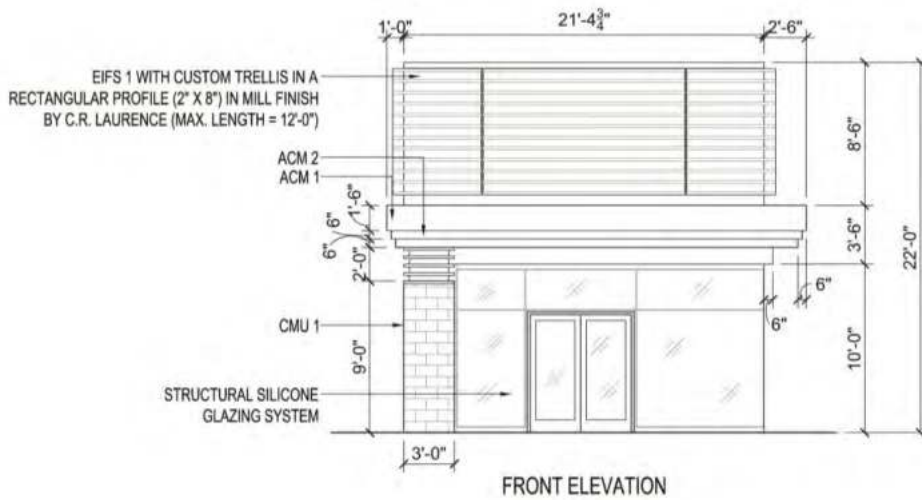




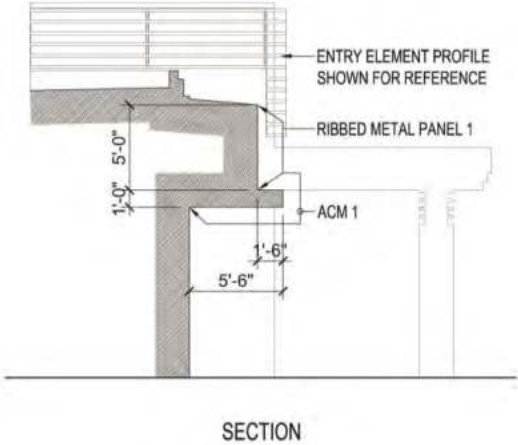


RESOURCES

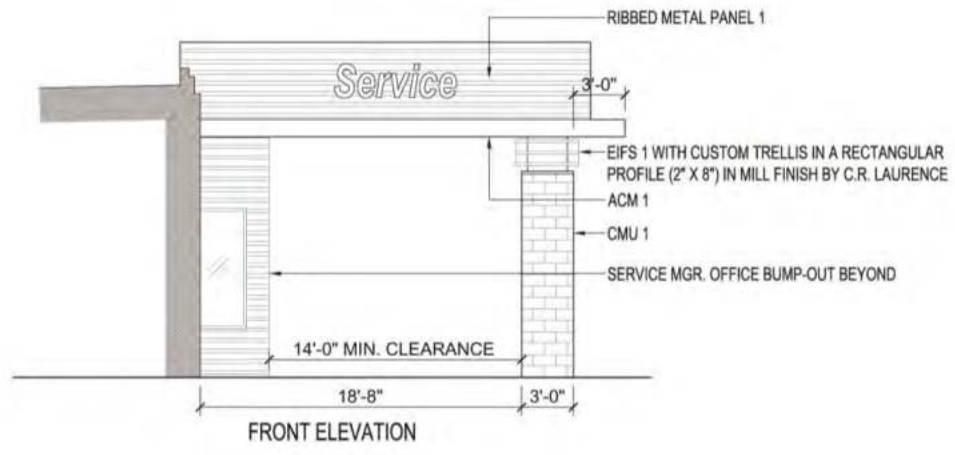
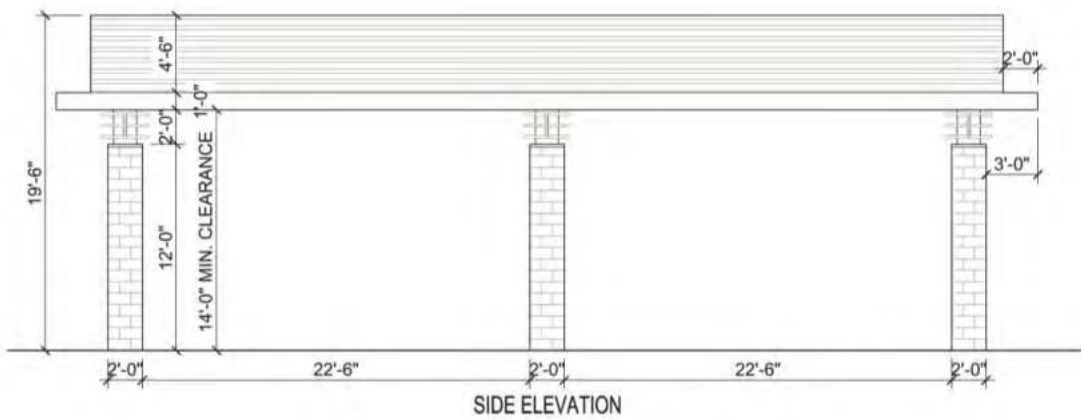
Entry Element



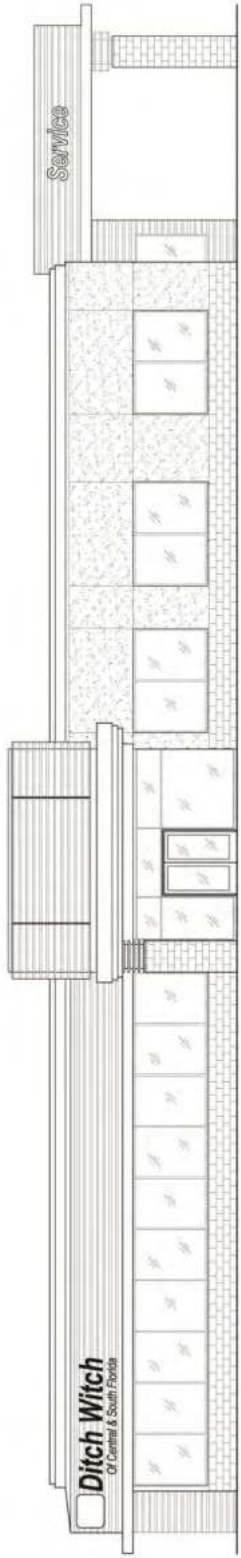
Front Overhang



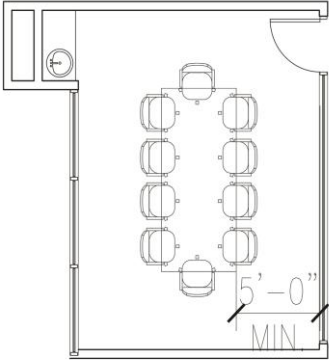
Service Canopy



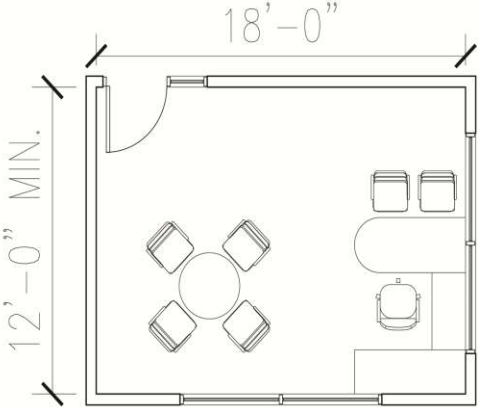
Front Elevation



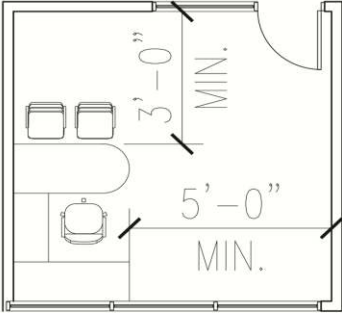
Space Planning Examples



Typical Conference Room
with small sink

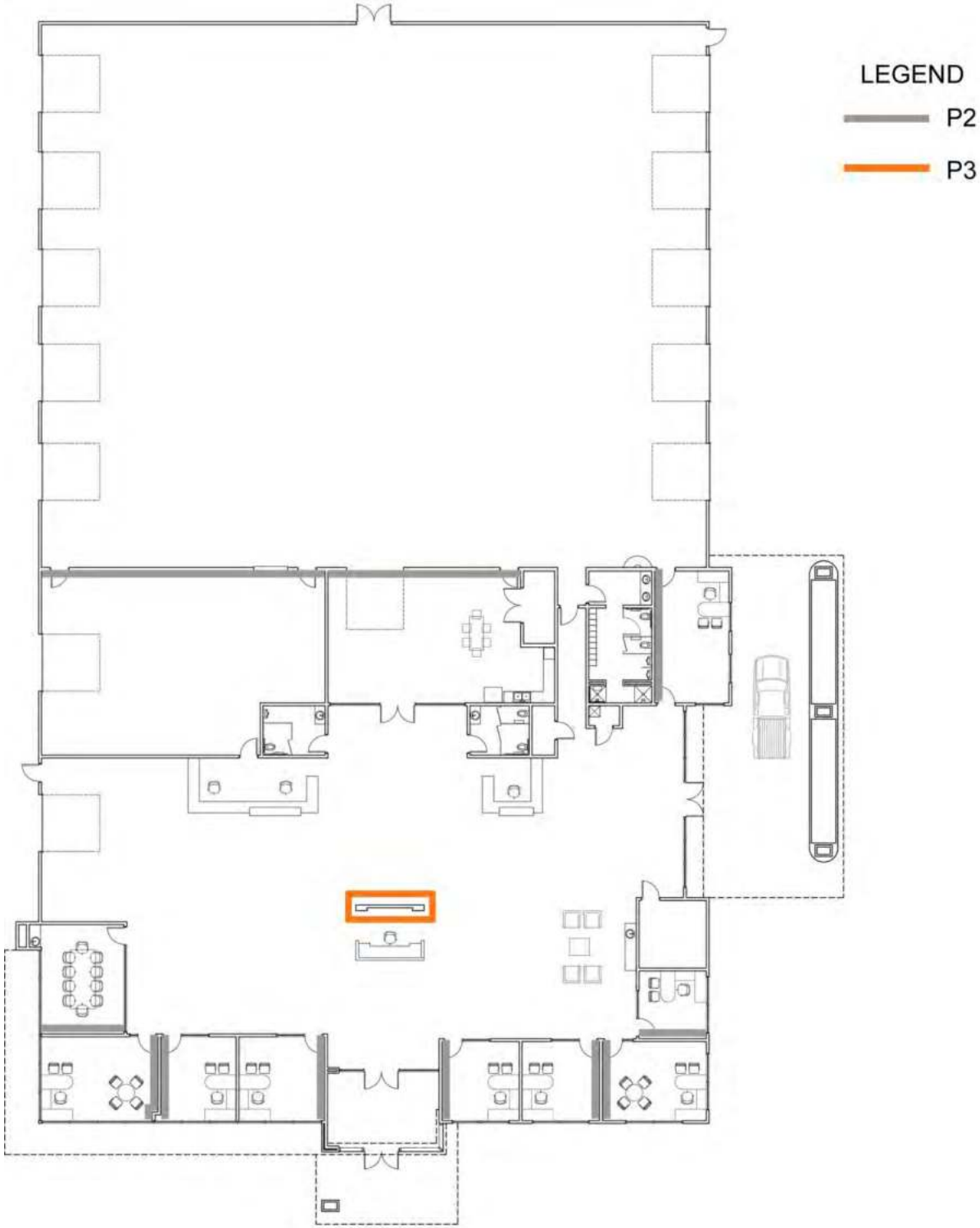


Typical Manager office



Typical Sales office

Accent Color Locations



Floor Pattern Plan













All Zones Finish Schedule

All Zone Room Finish Schedule						
Room Name	Floor Finish	Wall Base	Primary Wall Finish	Accent Wall Finish	Ceiling Finish	Millwork/Counters
Entry Vestibule	CA2	RB1	P1	P2	ACT1 or Gyp. (P1)	
Reception/Waiting	PS1, RF1, CA3	RB1	P1	P3	ACT1/ GYP. P3	SS1 Counters, SS2 Vertical
Parts/Service Counters	RF1	RB1	P1	P3	GYP/ P3	SS3 Counters, TREADPLATE Vertical
Parts Display	PS1	RB1	P1		ACT1	
Conference Room	CA1 or CA1 Alt.	RB1	P1	P3	ACT1	
Offices	CA1 or CA1 Alt.	RB1	P1	P3	ACT1	
Restrooms	EP1	EP1 Cove Base	T2, T3, T4	P3 or P2	ACT1	SS3 Counter, PL3 Apron
Staff Training	PS1 or EP1 with Logo in Floor	RB1	P1	P2	ACT1	Cabinets: PL1, PL2, Countertops: SS3 or PL3, & T1 Backsplash
Parts Storage	PS1 or EP1	RB1	P1	P2	EXPOSED (P2)	
Service Dept.	EP1	EP1 Cove Base	P2	P4	EXPOSED (P2)	
Locker Room/ Showers	EP1	EP1 Cove Base	T2, T3, T4	P3 or P2	ACT1	SS3 Counter, PL3 Apron

All Zone Finish Legend

Designation	Image	Description	Location	Manufacturer	Color	Zone
P1		Interior Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	General Wall Paint, Entry, Office, Conference Room, Staff	Sherwin Williams	Collonade Gray SW 7641	1
						2
						3
						4
P2		Interior Accent Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	Accent Paint for Offices, Conference Room, Staff	Sherwin Williams	Pavestone SW 7642	1
						2
						3
						4
						5
P3		Interior Accent Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	Reception, Ceiling at Parts and Service Counters, Restroom Accent	Sherwin Williams	Knockout Orange SW 6885 (If RF1 is used, color match)	1
						2
						5
P4		Interior Paint: Flat on Ceilings, Satin on Walls except in wet areas, use Epoxy	Accent if very dark grey is needed somewhere	Sherwin Williams	Sealskin SW 7675	Optional
RB1		Rubber Base 4" Continuous Cove	Everywhere except restrooms	Roppe or equal	Black Brown	1
						2
						3
						4
CA1		Carpet Tile, Install direction - Brick Ashlar	Offices and Conference Room Opt. 1	Mohawk Denim Collection	Selvadge, Hem, Jean in Skinny 955 (Mixture of all patterns)	1
						3
CA2		Carpet Tile, Install direction - Monolithic	Offices and Conference Room Opt. 2	Shaw Light Series	Vibrant Tile 5T001 Pixel 01761	1
CA3		Walk-Off Entry Carpet	Entry Vestibule	Interface Entry Level Style: 12901 or equal	Black 7187	1
CA4		Area Rug Carpet at Waiting Area using Carpet Tiles	Reception Waiting Area Rug	Mohawk Street Thread, Taped Off	Orange and Grey	1
PS1		Polished Concrete <i>must meet the coefficient of friction regulatory requirement</i>	Entry, Parts, Staff Training		Grey	1
						2
						3
						4
EP1		Epoxy Flooring	Restrooms and Service Area	Mapei Planiseal Traffic Coat Epoxy Overlay or equal	Grey, with White and Black Specs	1
						2
						3
						4
						5
RF1		Rubber Flooring, 3mm thick roll goods	Accent a Reception, Lobby, Parts & Service Counters	Arigto, Multifloor ND-Uni or equal	105 U Tangerine (orange to match Ditch Witch colors)	1
						2
SS1		Quartz Countertop Material	Reception Desk	Silestone	Stellar Snow	1
SS2		Acrylic Panel	Reception Desk Opt. 1	3Form	Chroma, Ghost	1
SS3		Quartz Countertop Material	Parts & Services Counters Opt. 1, Staff Training Opt. 1, Restroom Counter	Silestone	Chrome	1
						2
						3
SS4		Quartz Countertop Material	Parts & Service Counters Opt. 3	Silestone	Naranja Cool	1
						2
STAINLESS		Stainless Steel Countertops	Parts & Service Counters Opt. 2	Stainless Steel w/ smooth edge	Stainless Steel	2
ST		Aluminum Lettering	Reception Desk, Parts & Service Desk	Super Sign Letters Factory or equal	Natural Aluminum Box Letters	1
TREADPLATE		Metal Treadplate	Parts & Service Counters Opt. 2	Commercial quality Diamond Plate	Two Shades: Light Silver & Darker Grey	1
						2
TREADPLATE		Thermoplastic Treadplate	Parts & Service Counters Opt 2	MirroFlex Structures	Diamond Plate Crosshatch Silver and Darker Grey (two shades)	1
						2
ML1		Decorative Metal Plastic Laminate	Reception Desk Opt. 2, Parts & Service Counters Opt. 3	WilsonArt	Florentine #6301 (416)	1
						2
						3
PL1		Plastic Laminate	Staff Training Upper Cabinets	Abet Laminati	835 Millerighe	3
PL2		Plastic Laminate	Parts & Services Counters Opt. 1, Staff Training Lower Cabinets	Formica	Storm Solidz 3505-SP	1
						2

All Zone Finish Legend

Designation	Image	Description	Location	Manufacturer	Color	Zone
						3
PL3		Plastic Laminate	Staff Training Countertop Opt 2, Restroom Sink Apron	Nevamar	Silver Alu Metalx MXT003T	1
						3
						5
PL4		Plastic Laminate	Door Opt. 2, Parts & Service Counters Opt. 4, Suggested furniture finish for offices	Wilsonart	Columbian Walnut	1
						2
						3
PL 5		Plastic Laminate	Reception Desk Opt. 4	Nevamar	Fresh papaya S8001G Glossie	1
T1		Stainless 1"x2" Mosaic Tile for Backsplash, Brick Pattern install. Use unsanded medium grey grout	Staff Training Kitchen Backsplash	Subway Tile Outlet or equal	Brushed Silver	3
T2		Ceramic Wall Tile, Accent Color, 3"x6" Size	Restroom and Shower Walls	Daltile	White	1
						5
T3		Ceramic Wall Tile, Field Color, 3"x6" Size	Restroom and Shower Walls	Daltile	Suede Grey	1
						5
T4		Ceramic Wall Tile, Accent Color, 3"x6" Size	Restroom and Shower Walls	Daltile	Orange Burst	1
						5
T5		Ceramic Wall Tile, Accent Color, 3"x6" Size	Restroom and Shower Walls	Daltile	Black	1
						5
ACT 1		Acoustical Ceiling Tile	Everywhere unless gypsum ceiling or exposed structure	Armstrong or equal	Ultima-1912 Beveled Tegular 24"x24" 9/16" Grid, White	1
						2
						3



YOUR FACILITY

