



The Challenge

In 2017, the parent company of Circle K finalized the acquisition of CST Corner Stores, adding 1,300 locations to their network of more than 9,000 locations around the world. As part of the transition, Circle K needed a way to expand their branding into locations that had previously been operating under the CST brand. Having worked with The Vomela Companies for many years, Circle K turned to us as the obvious choice for an interior graphics partner.

Beyond the sheer scope of the project, the regionality of the c-store industry also came into play. In a country as large and diverse as the United States, customers in each region have a different set of priorities for what they desire in a convenience store. Additionally, each c-store brand operates within its own niche; while CST stores often focused on the fresh food section, the Circle K brand tends to prioritize the fountain area. The challenge for this project was to retrofit new locations to fit the Circle K brand with minimal downtime for installation.



The Solution

Because no two stores are alike, a one-size-fits-all approach was not feasible for a project of this size. Each store received approximately 25 different print elements for various product areas. However, due to factors including store layout, ceiling height, and permitting requirements in different states, The Vomela Companies produced more than 50 unique items to account for the requirements of each store.

With that much variation in product specifications, it can be difficult to maintain an appropriate inventory while staying within a customer's budget. For this project, we provided Circle K with full transparency to our historical CST data and project management planning. This helped them stay within their budgets while giving The Vomela Companies valuable data into the quantity of inventory we needed to produce.





The Relationship

For a printer like The Vomela Companies, major graphics overhauls like this one don't come out of thin air. When the acquisition was finalized in 2017, we had been partnering with Circle K since 2012 and earlier iterations of CST Corner Store since 1992. Beyond our quality print materials, our experts serve as resources for regional c-store construction engineers who often don't have the time to learn all the nitty-gritty details of retail graphics. Partnerships like the one The Vomela Companies enjoy with Circle K are built on a history of quality and trust.

