

## JP METAL AMERICA INC. *shelving*



JP Metal America uses wood, metal, veneers and stainless steel for its retail display shelving.

# INNOVATIVE DISPLAY

*JP Metal America invests in technology to deliver solutions for customers.* —LISA R. BROWN

IT WASN'T ALWAYS THE CASE THAT THE MANNER IN which a product was presented was a crucial part of a customer's buying decision. But today, savvy retailers recognize the effectiveness of properly presented merchandise. The store fixture, once viewed as a simple means to house a product, has evolved into a silent salesperson that is important as companies trim their staffs to offset escalating operational costs.

JP Metal America Inc., one of the largest designers and manufacturers of custom wood and metal store fixtures, views store fixtures as a part of the overall visual marketing package, with the power to sell more of a customer's product. "The significance placed on image and impression is now just as important as the function of a fixture," the company states.

A design team works with each JP Metal America customer to develop solutions for a changing market. The company uses 3-D modeling and color renderings to present the product as it might appear in the context of its retail environment. "Recommendations are tailored to address unique needs of our

many customers," says Bobby Ciricullo, vice president of sales and marketing.

Joseph Paventi, a welder by trade, founded JP Metal Works in 1968, primarily manufacturing parts for school desks and chairs. His business expanded to include kitchen furniture pieces, bicycle parts, and in time, store fixtures. Always conscious of quality control and costs, Paventi acquired a plating company. This formula of forward thinking has been consistent throughout JP Metal America's strong and significant growth. In the 1970s, JP Metal Works partnered with Chicago-based Met Displays, which at the time sold and refinished mannequins.

Over the next 17 years, the dynamic partnership of JP Metal Works and Met Displays continued to grow and prosper, so much so, that JP Metal Works decided to focus solely on the manufacture of

### PROFILE

**JP Metal America Inc.**  
[www.jpmetalamerica.com](http://www.jpmetalamerica.com)  
**Employees:** 600  
**Headquarters:** Montreal  
**Products:** Wood and metal store fixtures  
**Bobby Ciricullo, VP of sales and marketing:** "We try to do everything internally so that we can control the quality."



## FROM CONCEPTION TO FINAL DESTINATION

At Via Trans International we believe in working closely with our customers to provide the most cost efficient solutions, for custom fitting your product on our equipment.

The Via Trans team provides Roll Out Distribution Services, where we put together a complete routing package to save you time and money. We provide a fleet of equipment for multiple shipping destinations.

Our specialized equipment gives us a competitive edge to ensure delivery to any destination. We at Via Trans International take pride in personalizing our customers' needs from conception to final destination.



Via Trans International has proudly served JP Metal America for several years and would like to thank all of the project managers and the entire staff, for their unparalleled commitment to achieving numerous successful projects. We at Via Trans International honor the close relationship with JP Metal America, and look forward to supplying their transportation needs for upcoming Roll-Out Distribution services.



**2085, Monterey, Laval, Canada H7L 3T6**  
**Tel.: 450.682.9333 • Fax: 450.682.1822**  
**1-888-682-9330 • [www.viatransint.com](http://www.viatransint.com)**

## JP METAL AMERICA INC. *shelving*



▷ store fixtures and associated products. In 1999, the company name was officially change to JP Metal America.

Today, JP Metal America provides quality store fixtures to many major department stores, specialty stores and vender shops. Its product line is as vast and diversified as its clientele. JP Metal America's nine facilities include more than 1 million square feet of manufacturing and warehouse space at its headquarters in Montreal. "We try to do everything internally so that we can control the quality of our product and ensure timely deliveries to our customers," Ciricullo says.

The company uses woods, veneers, metals, stainless steel and does all plating and finishing in house. "We do as much as we possibly can right here under one roof," Ciricullo say. "Many companies send their product out to be finished or plated, but we are able to have better control over our quality."

Ciricullo points out that fashion is the driving force behind the development of new products. In past years, most store fixtures were chrome plated with very little design detail. As the fashion world evolved, the fixtures that presented the goods also changed. More glass was introduced. Rich woods, Plexiglas, and softer metal finishes enhanced and defined the shopping environment. "The design and finish of a fixture can actually bring value to the product it displays," Ciricullo explains. "We tend to use different materials now more than ever before."

Ciricullo notes that the biggest change in the market is the growing trend of price-conscious customers to look to the Orient for lower import prices on fixtures. In order to respond to this pressure, Ciricullo states that JP Metal America has initiated

relationships with Asian firms to produce certain components that would allow the company to address costs while maintaining its quality control of the finished product.

JP Metal America is a family owned and operated company. "When we work with our customers, it's to satisfy their needs. We have to make sure that we work hard in order to get repeat business," Ciricullo says.

The forward thinking witnessed in the early years of JP Metal Works continues to propel the company as investment in new technology continues. CNC and robotic machinery are integrated into all facets of manufacturing. State-of-the-art laser saws, multi-task CNC routers, computer guided spraying booths and many other pieces of technologically sophisticated machinery support the principal of the company reinvesting in itself.

"In all of our manufacturing facilities, the emphasis is on moving forward in both the acquisition of machinery and the necessary training of employees to ensure that the full potential of this technology is realized," Ciricullo says.

Brand new to JP Metal America is a \$750,000 plating line for titanium nickel and titanium chrome finishing. Ciricullo maintains that the material has the durability of nickel and chrome, but has a softer and richer appearance. The initial response from customers has been good, and the company will officially introduce the new finish at the March 2005 Global Shop Show in Las Vegas. "The company is also expanding European business as the euro strengthens and the overseas customer buys into the notion that fixtures, when properly designed, can sell a product," Ciricullo says. ■