

# ARKON DIPS INTO FRESH MARKET WITH PDQ



**A**rkon provided the first in a series of lights to fast casual restaurant group PDQ in early July. The lights were installed at the chain's flagship restaurant in Tampa, Fla.

Arkon has been contracted to provide upgraded exterior site lighting for multiple locations operated by PDQ (People Dedicated to Quality), one of the fastest growing fast casual restaurants in the country. Industry-leading LED light fixtures, along with hurricane-rated direct-burial fiberglass poles with a durable acrylic coating that matches the restaurant's color scheme, were used at PDQ's location on Waters and Benjamin in South Tampa beginning on July 1. Arkon suggested LED fixtures with multiple optics, along with proper pole placement, to ensure maximum light at the least cost to the individual store location.

"You can't just throw up any light and hope it works. Every location is different," Arkon's VP of Business Development Eleni Lelekis said. "Whether it is meeting the challenge of local ordinances or overcoming the challenges of the location's footprint, we are able to im-

prove upon a site lighting design where most could not."

Arkon has received the go-ahead to upgrade the lighting at 10 more PDQ locations, as well as at the first Wow That's Fresh (WTF) concept, which will soon be launched by PDQ's parent company, MVP Holdings. According to executives, the Arkon team is currently being introduced to MVP's engineers, general contractors and architects, and projects at the 25 new PDQ stores the group will open in the next 18 months are possible.

"We look forward to handling PDQ and WTF on a national level just like we manage our other national accounts," Lelekis said. "Whether it is a real estate investment company, large automotive retailer or restaurant chain, Arkon can travel anywhere and communicate with all parties involved to provide the best site lighting at competitive pricing."

Arkon's photometric expertise and cost-effective solutions made the company PDQ's LED and pole vendor of choice. Please contact the Arkon team for information about what the company can do for your operation.

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