

CASE STUDY

black  **rock**[™]
coffee bar

2025

OVERVIEW

As an established brand in the coffee industry, Black Rock Coffee is known for its commitment to quality and customer experience. With the ambitious goal of expanding its footprint, Black Rock Coffee sought a partnership with a lighting solutions provider that could manage the unique challenges associated with multi-state new construction projects. This case study showcases how Lighting Unlimited leveraged its expertise to meet Black Rock Coffee's needs and pave the way for future expansion.

INTRODUCTION

Black Rock Coffee, known for quality and customer experience, aimed to expand across multiple states. To tackle the challenges of multi-site construction, they partnered with Lighting Unlimited, one of Phoenix's largest lighting distributors. This case study highlights how Lighting Unlimited's expertise supported their growth and future expansion.

CHALLENGES

Consistency in Design: Maintaining a cohesive brand identity across diverse locations while ensuring adequate lighting to enhance customer experience for both new construction and retrofit projects.

Project Management: Coordinating with various contractors and ensuring timely delivery of products to meet tight construction schedules, with the capability to store materials before project initiation for seamless execution, and finally, providing timely invoicing.

Regulatory Compliance: Navigating different state regulations on construction and electrical standards.

Scalability:

Finding reliable suppliers that could handle multiple projects simultaneously while ensuring quality and on-time delivery.



SOLUTION

Lighting Unlimited offered tailored solutions to address these challenges head-on, focusing on its core capabilities in construction project management across multiple states.

Product Specification:



Lighting Unlimited analyzed Black Rock Coffee's needs and provided energy-efficient, stylish lighting that aligned with brand and improved customer experience.

Project Management:



Lighting Unlimited oversaw contractor coordination, ensuring on-time product delivery, and managed material storage and staging for seamless project execution, along with providing prompt project invoicing.

Regulatory Compliance:



Lighting Unlimited researched local regulations to ensure compliance, preventing delays and meeting industry standards.

Scalability for Future Growth:



Lighting Unlimited's success with Black Rock Coffee showcased its scalability, paving the way for national partnerships. The team now markets its expertise using this project as a case study to attract new national accounts for both new construction and retrofits.

50+ LOCATIONS ACROSS 4 STATES IN 2 YEARS

RESULTS

Successful Openings:

With Lighting Unlimited's support, Black Rock Coffee opened 50+ locations across 4 states in 2 years, featuring strategic lighting that enhanced ambiance and customer experience.

Consistent Quality:

Coordinated lighting design maintained brand identity across locations.

On-Time Compliance:

Installations met regulations without delays.

Future Growth:

With the proven efficacy of the partnership, Lighting Unlimited is positioned to support Black Rock Coffee's national expansion.

CONCLUSION

Lighting Unlimited's partnership with Black Rock Coffee highlights how effective project management drives growth. By delivering tailored lighting solutions, they solved immediate challenges and positioned themselves for future national collaborations. This case study showcases the power of strategic partnerships in multi-state expansions.