

# Case Study

## Major Supermarket



**WHERE:** Major Supermarket Chain in New England  
**WHEN:** Installations were done from March to August  
Number of stores completed: up to 14  
**WHAT:** FSR Smart-Way Raceway  
**WHO:** Brian Lamontagne, President of Etech  
Technology Partners  
Reggie Payne, VP Sales for NFS Communications

### Challenge

Founded in 1860 and one of the longest continuously operating supermarket companies in the United States, this organization is comprised of 157 stores, 2 distribution centers, 1 transportation depot, and a store support center, all located across several New England states.

The company recently implemented an initiative to install self-service check-out stands in its existing stores; an enormous undertaking that required power and data lines to be routed safely, comply with installation regulations, and blend in with each store's aesthetics.

Markets employ several different methods for designing self-service kiosks. Some use a corral layout, where customers are routed into a central area. Others use a simple lane configuration with no established lines. The power and data lines used to support the kiosks can be managed via power poles, knee-walls or in-floor trenches – these decisions are driven by aesthetics and cost. In this case, the management wanted to incorporate power poles connected to a floor system. The floor system had to be unobtrusive, ADA-compliant, and efficient to install. Trenching the floor was not an option.

(cont'd)



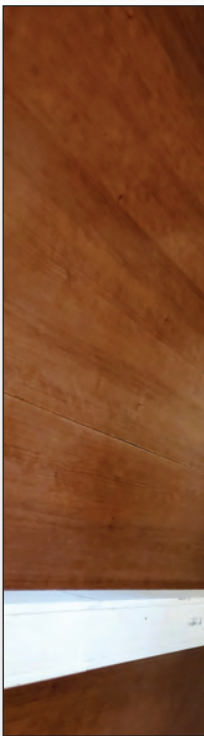
## Solution

The Supermarket Chain worked with Etech, a systems integrator that designs, builds, and services electrical, lighting, and control systems, including those linked to voice and data systems. Following a thorough research and evaluation process, Brian Lamontagne, the President of Etech, decided to consider the FSR Smart-Way Raceway solution. After consulting with FSR's factory and NFS Communications, FSR's field rep, Etech ordered Smart-Way for the first installation.

## Results

In a nutshell, Smart-Way proved to check all the necessary boxes:

- Two channels of AC power, one clean and one dirty.
  - The configuration of the Smart-Way channels was a perfect solution, utilizing two separate high-voltage paths.
- Five lines of data.
  - The central channel was more than sufficient to carry the required cabling.
- Reduce power poles.
  - The original layout had four power poles in the retrofit area. After moving the standard check-out lane, they were able to eliminate two poles and tie into Smart-Way via the FSR adaptor.
- Easy installation.
  - As the project progressed, Etech was able to bring the Smart-Way components into their shop, design the layout, make all the cuts, and deliver to the job site. Installation was quick, easy, and didn't present any surprises once on site.
- Unobtrusive and safe.
  - The Smart-Way low-profile design was a crucial design element because it doesn't obstruct foot or wheeled (shopping carts, wheelchairs, etc.) traffic.





## Looking Forward

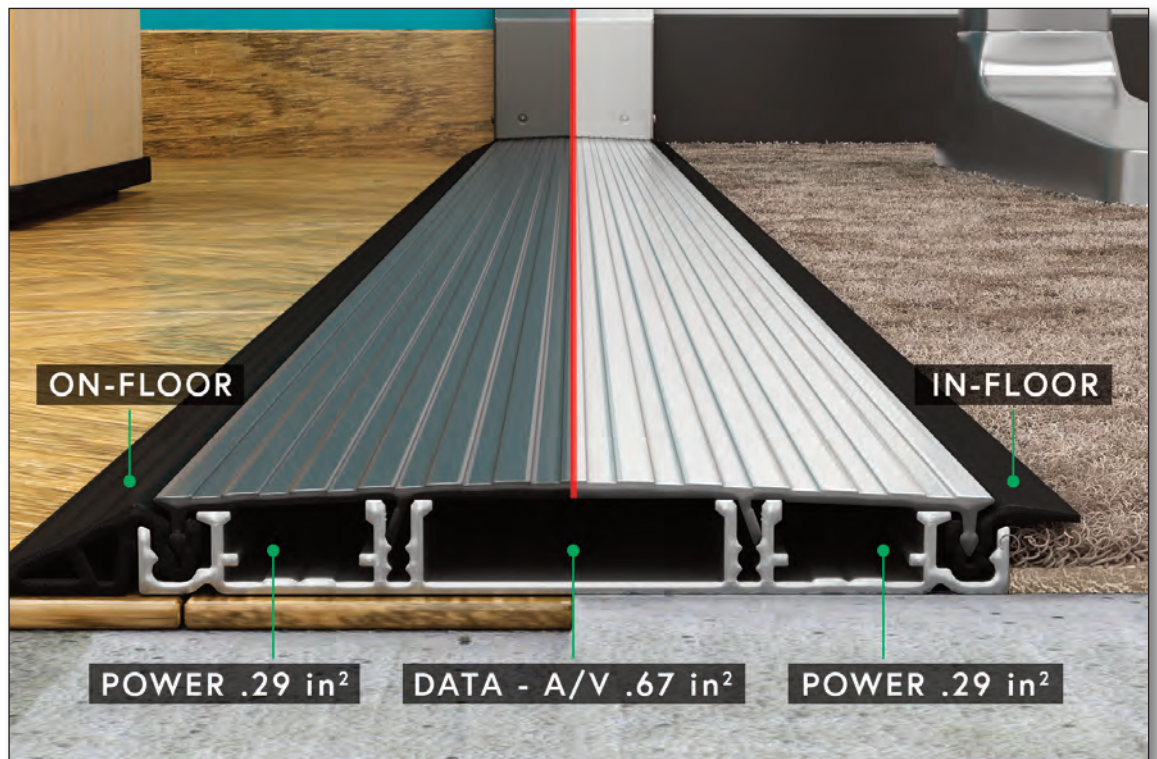
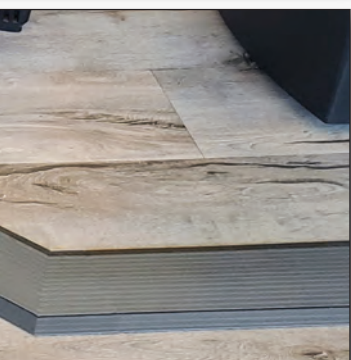
Etech will continue to use Smart-Way for the balance of the chain's fifty stores in this round of retrofits. Based on this experience, they anticipate using it as their standard on-floor raceway solution.

## About Smart-Way Raceway

FSR's Smart-Way Raceway system is now configurable for either on top of (vinyl, carpet, wood) or in any flooring (carpet, wood, tile, laminate) with the provided edging. The Smart-Way raceway system reshapes how you get cables across the floor where they're needed. Designed to fit today's working and retail environments, the Smart-Way prioritizes functionality without sacrificing design or beauty. The Smart-Way is a simple, affordable, and effective way to organize messy cables and wires, while getting them across the floor where needed.

The provided edging makes the Smart-Way a dual-purpose solution. Each Raceway is shipped with two pairs of edging, allowing it to go either on- or in-floor without the need to purchase additional parts. The in-floor edging allows the Raceway to be installed in any flooring .21"-.38" high; while the on-floor edging can be installed on top of any flooring.

The Smart-Way is the only floor Raceway system that provides in-feed options to transition power and low voltage cables from the wall, ceiling or below the floor. While the device boxes and transitions offer the versatility of power and/or data in a stylish multi-color finish. All making the Smart-Way Raceway the intelligent choice.



## About Etech



*Etech designs, builds, integrates and services electrical, lighting and control systems, including those linked with voice and data systems. The company's multi-skilled technicians, network of technology partners, and proven project management processes make Etech a trusted, one-stop source for thorough evaluation, in-installation and integration of lighting and other wired systems and solutions. Etech capabilities include retrofitting systems or designing new sites or configurations.*

## About NFS



*NFS Communications Inc is a Manufacturer's Representative serving the low voltage industry in NY, NJ & NE. NFS focuses on Commercial Sound, CCTV, Communications and Electronic Security. Located in the NY Metro area, NFS covers NY/NJ metro, Upstate NY, and New England.*

*The Company offers innovative solutions and support to qualified Integrators, Dealers and Distributors, and partners with high tech Manufacturers for development of key product lines and acquisitions.*

*Ethical and high business conduct and standards are evident when representing customers' and principals' best interest at all time.*

## About FSR

*Established in 1981, FSR manufactures a wide variety of signal management and infrastructure solutions for the audio / video, datacom, education, furniture, hospitality, government, and religious markets, including floor, wall, table, and ceiling connectivity boxes, as well as a full line of interfaces, distribution amplifiers, matrix switchers, seamless switchers and HDBaseT & CAT-X signal delivery solutions.*

**For more info: [fsrinc.com](http://fsrinc.com).**

244 Bergen Boulevard  
Woodland Park, NJ 07424  
800.332.FSR1 · F: 973-785-4207  
W: [fsrinc.com](http://fsrinc.com) · E: [sales@fsrinc.com](mailto:sales@fsrinc.com)

© 2020 FSR, Inc. All Rights Reserved.



LIT1821