

# "Rarely have I worked with an organization so focused on doing everything properly."

**The Vitamin Shoppe, Inc.** is a retailer and direct marketer of nutritional products, with 550 locations in 42 states. The company turned to Seacom for its first purpose-built distribution center in Ashland, VA. The 310,000 sq. ft. facility was designed with state-of-the-art bar-coding, scanning, automatic conveyors and the other systems needed to manage and move over 18,000 stock keeping units.

Much of the project was "lift" work under the 35-ft. high ceilings of the center, and had to be roughed in before other trades installed the conveyor systems. In addition, Seacom provided cabling for voice and data communications in two office areas, with fiber running from a data center to two wiring closets. There were nine wall-mounted cabinets serving as IDS in the distribution center for the company's equipment. Seacom also did all the A/V work in the building, with overhead projectors, flat-screen TVs, digital signage and TVs for displays.

## Testimonial from Vitamin Shoppe

*"In this very competitive and aggressive business climate everyone is looking for a 'good deal.' However, most organizations really want quality more than they want a good price. We were able to achieve both goals using Seacom.*

*"Rarely have I worked with an organization that was so focused on doing everything properly, right from the start. The execution of the work was extremely professional, from the cable routing, right down to the documentation. Seacom was a true partner in every aspect of our project and we look forward to our next engagement".*

**George Chernenko**  
Chief Technology Officer  
GC Consulting Solutions LLC



**Lynn Neeley**  
Vice President of Operations  
Seacom

## Facts

### About Vitamin Shoppe, Inc.

- :: **Total Employees: 4,300 nationwide (100+ anticipated in Ashland, VA)**
- :: Started in 1977, the company markets products ranging from vitamins and minerals to nutritional supplements, herbs, sports nutrition, homeopathic remedies and health and beauty aids. The Vitamin Shoppe is also known for its ability to educate customers, and is an innovator in providing product information, associate training and customer information.

- :: **Technology Department Size: 50**
- :: [www.vitaminshoppe.com](http://www.vitaminshoppe.com)
- :: Client since: 2012

## Challenges

- :: 310,000 sq. ft. distribution center with 35-foot ceilings
- :: Work needed to be roughed in before racks and conveyors were installed
- :: Making final modifications after business units moved in to locate equipment
- :: Multiple trades were on-site at the same time, requiring careful planning and coordination

## Differentiators

- :: Seacom stayed ahead of construction schedule to minimize conflicts with other trades
- :: High professionalism, from initial installation to final documentation

## About Seacom

Seacom, a professional communication contractor, is a one-stop resource for planning, installation, and maintenance of voice, data, video and security systems and associated cabling and electrical services. Serving Virginia and points beyond since 1987, Seacom has the knowledge and experience to equip your business with the latest technologies.