


Anatomy of

Holtan's Jewelry & Gifts, Winona, MN

Quinn & Rosalie Holtan

“As a retailer in downtown Winona, Minnesota for about 25 years, we felt it was a perfect time to do some remodeling inside our store. We had already put on a new storefront five years ago.



Walls were taken back to concrete and studs.

We looked around the showroom and knew we needed some new carpeting. While we were looking at replacing the carpeting, we thought about what else we could do to spruce up the area. Different wall coverings? New cases? New ceilings? Lights?

After much thought, we decided to do all the above. In the past when we wanted to change our look a bit, we would take out the grid paper and work on our own. On this particular project we knew we needed professional help.

The ball started rolling in March of 2007. At an IJO conference in San Antonio, we set up a meeting with Grid 3 Int'l, a New York architectural firm, to see what could be done with our store. In August, Ruth Møllergaard of

Grid 3 drew up some preliminary layouts for new display cases. Once we had a tentative layout and traffic flow, it was time to select a manufacturer of the cases. With many great companies out there, we ultimately decided on Grice Mfg.

Carpet style, lighting and color design were also chosen at this time. It was nice we had the luxury of time to make these decisions, as our project wasn't slated to start until after the first of the year.

Now that we had all the materials selected it was time to get bids on labor and material. This was STICKER SHOCK. It was kind of like the guy who thought one carat diamonds were \$500, not \$5,000. Well, maybe not quite that bad. So we got more bids before deciding



Workers preparing walls during remodeling.

a Remodel

See next month's issue of *Jewelers Inc.* for more information on Holtan's Jewelry & Gifts' remodeling project!

on a general contractor. This process took almost the entire month of December. And then...it's off to the races!

Ten months of planning and stressing out, and construction started January 19, 2008. We were told we could be done in six weeks if we closed for the duration. As you can imagine, our thought was 'Are you nuts?' Instead, we built a temporary

wall down the middle of the store so we can work on half at a time. As I'm writing this on Valentine's Day, we are one week ahead of schedule. Our fingers are crossed for an early completion!"



Display cases lined up in half of store prior to remodeling.



Anatomy of

PART 2

Holtan's Jewelry & Gifts, Winona, MN

Quinn & Rosalie Holtan

Since last month's issue of *Jeweler's Inc.*, our project is moving along ahead of schedule! New cases are slated to be delivered March 25. (In a perfect world, by the time you're reading this they will be installed and full of jewelry.)

One thing that I was asked to address during our remodeling process is security. Although we were able to keep motion detectors, door alarms and glass breakage alarms in operating order, it was a concern how to secure the store while we weren't here but the construction crew was. We met with our general contractor, Mark Breza Builders, and decided to give him his own alarm code to come and go as needed. He would be here early in the morning to let trade people in and out. Bonding was also an option. This would be more

expensive, and since I'm a trusting person, I didn't feel it was necessary.

Although we work in a business of trust, I found that when taking on a major project like this, promises should be made



The second half of the store under construction. Display windows at front of store are papered over.

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information on Holtan's
Jewelry & Gifts'
remodeling
project!

a Remodel

in writing. If a supplier says their quote includes everything needed to complete the task, have them put it in a contract. We're very fortunate that our contractor has performed up to expectations. Unfortunately, not all my material suppliers have followed suit.

As I write this we are operating on the new side of the store. Customers come in and have a bewildered look on their face and wonder if they are in the right store. The place looks totally different; actually it's still a mess. No carpet yet, not all the lighting is in place yet, no wall trim... and dust on everything! Our customers have been truly understanding, so we've been giving out \$25.00 gift certificates to use for anything they wish in the month of April to encourage them to come back again after the dust has settled.

The sun is shining, spring is here and the smell of fresh paint is in the air. Next month we should have pictures of the completed project.

April 2008



The framing is completed for two new rooms. The room on left will be an office while the room on right will be a Diamond Room.



Lines on floor show future placement of display cases.

The retail operation has moved into the first half of the store while still waiting for carpeting and lighting to be completed.

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PART 3 — The Final Look

Holtan's Jewelry & Gifts, Winona, MN

Quinn & Rosalie Holtan

After ten weeks, the remodeling project is COMPLETE! As we look back to the beginning, it is hard to believe how fast the time has gone.

The temporary wall separating the center of our store was removed in mid-March, and the carpeting was laid over Easter weekend.

Our new cases were delivered right on time, March 25th. The initial plan was to position and attach the cases on our own. It ended up that our floor had waves in it that varied by up to two inches. Although floor leveler was poured prior to installing the carpet, it still varied by about an inch. Needless to say, professional help was required to install our jewelry cases. It took two guys three days to level and square the cases to perfection. Considering the cost of new cases was the single most expensive aspect of the remodel, it was money well spent to have them installed properly.

Speaking of cases, we chose to have our cases made without inside lighting. We wanted to

eliminate the light bar on the front of the case blocking the view of the jewelry. With proper planning and alignment, all cases are lit from above with a

combination of metal halide and halogen bulbs. This was a nerve-wracking decision. Would we have too much light or not enough? Now that it's done, we

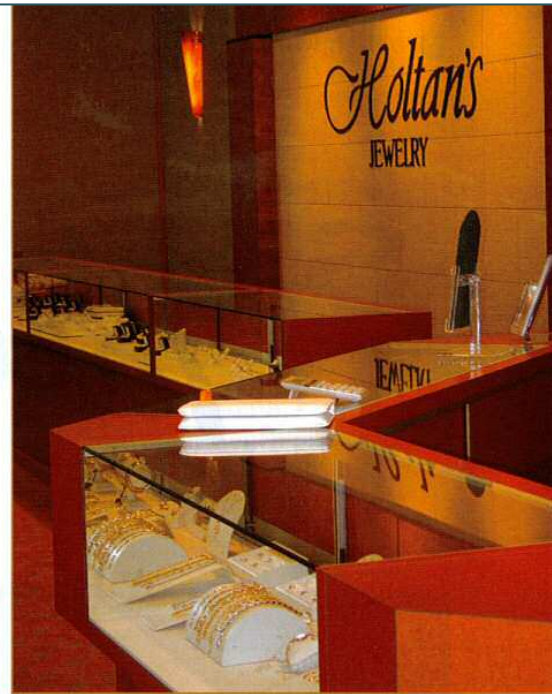


New walls, cases, signage, carpeting, paint and lighting all come together for a fabulous new look.

Remodel



The exterior of Holtan's Jewelry & Gifts, Winona, MN was redone a couple of years ago.



The Holtan's Jewelry sign is the focal point of one wall.

are very pleased with the light balance.

As customers come into the store and compliment us on the finished store, they always seem to mention how well they like the interior colors. As a jeweler working in the D-E-F-G, etc. color chart, choosing wall, ceiling and floor colors was not an area of expertise. It initially seemed the cost to have our architect do color choice was high, but the end result was well worthwhile.

I'm not a writer, so thanks for listening to me ramble about our project. I'm also not an expert on store remodeling, but would be happy to share my experience, good and bad, with anyone going into a project like this.

Now it's time to get ready for an open house and plans for our store's 25th anniversary in June.

Happy selling in '08!

May 2008



Center section of display cases. Rooms along back wall are office and diamond viewing room.



Rosalie and Quinn Holtan

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