



Wetwall[™]
— A WILSONART COMPANY —

WETWALL CASE STUDY

Weis Markets | Hackettstown, NJ

A leading Mid-Atlantic grocery store chain is relying on Wilsonart Wetwall[™] to improve customer experiences and ease staff maintenance

When Weis Pure Foods opened in 1912 on Market Street in the small central Pennsylvania river town of Sunbury, owners and brothers Harry and Sigmund Weis may not have imagined their neighborhood grocery business would evolve into a leading regional supermarket chain.



Two generations and 100-plus years later, the Weis Markets headquarters still resides in Sunbury, and the family tie has remained, with Harry's grandson, Jonathan, overseeing the company as chairman, president, and CEO.

But the company has grown considerably, with approximately 200 full-scale grocery stores across Pennsylvania, Maryland, New York, New Jersey, Delaware, Virginia, and West Virginia – and that growth is primed to continue with new store growth throughout the Mid-Atlantic Region.

Weis stores see annual foot traffic of 10.2 million shoppers, and to continually ensure these visitors enjoy a clean, seamless in-store shopping experience, the company regularly conducts renovation and remodeling projects of its existing locations.

These projects can involve large-scale design overhauls of entire interiors, but even smaller-scale upgrades of specific

areas and amenities can enhance the shoppers' experiences in ways that significantly improve satisfaction and retention. Targeted improvements can create a more pleasant, efficient, and appealing environment, ultimately encouraging repeat visits and positive word-of-mouth recommendations.

REVISITING A RENOVATION

The Hackettstown, NJ, Weis location underwent a major renovation in 2020 to improve the location's core design. However, the customer restrooms were not included as part of the project.

Recognizing the important role clean, modern, and user-friendly restrooms play in the customer experience, Weis leadership revisited the store's upgrade plans in 2023 with a restroom-specific renovation that aimed to address previous issues of wear and tear, difficult maintenance, and outdated aesthetics.

WEIS MARKETS

PROJECT TYPE

Grocery Store Remodel

LOCATION

Weis Markets Store #145
Hackettstown, NJ
weismarkets.com

INSTALLER

Klae Construction
Oak Ridge, NJ
klae.com

PRODUCTS

Wetwall™ in Legacy Ash





① PREP

Prepare existing wall surfaces and remove rough plumbing and fitting.

② DRY FIT

Perform a rough dry fit for each panel, mark seam locations and mark drill plumbing locations.

③ ADHERE

Apply adhesive to the panel and work from back wall panels to wing panels to finishing and trim if needed.

④ SEAL

Apply the color-matched sealant to all corners, seams between panels, and gaps between top and bottom panels.

For more detailed instructions, see our Wetwall Installation Guidelines.

“The store opened in 2002, and it still had the original restrooms,” said Brandon Kalmowitz, who manages multiple Weis locations, including Hackettstown. “That just deteriorated over time and just needed an upgrade.”

Wetwall™, the revolutionary waterproof bathroom panel system by Wilsonart, had recently emerged as the ideal solution to address aesthetic and performance needs in other Weis locations, and it was suited for Hackettstown’s restroom needs as well.

Wetwall™ is a tongue-and-groove, antimicrobial panel system that locks water out and requires no grout, making it fast to install, highly durable, and easy to clean. It’s also offered in a variety of aesthetic finishes for a versatile design solution that transforms commercial bathrooms into attractive, high-performance spaces quicker and cheaper than tile.

Weis selected Wetwall™ in Legacy Ash for the restroom walls. The design is a taupe-toned wood grain structure that mimics a planked design for an overall serene and light visual feel. The grain provides a classic and understated look that complements the design aesthetic of the restrooms and store overall.

The project began in August 2023 with installers from New Jersey-based contractor Klæ Construction Inc. gutting the restrooms from top to bottom, with new walls, stall dividers, flooring, and upgraded stalls and fixtures. Renovations were complete within three months and the restrooms re-opened in October of the same year.

“Grocery is a tight-profit industry, so when considering building products for renovations and remodels, we primarily look at life cycle and value,” said John Driscoll, Weis Vice President of Construction and Store Development.

“But even if it’s a premium product, we’ll still consider it for its resilience and sustainable use—and Wetwall™ fit both of those needs.”

What impressed Driscoll and his team most about Wetwall™ were the variety of finishes, the imperviousness to moisture, and its ease of cleaning.

AN UPGRADE FOR CUSTOMERS AND STAFF

Upon the opening of the new restrooms, Kalmowitz began to hear positive reviews from customers and staff alike.

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Enhancing aesthetics and the customer experience was a primary goal for the remodel. But an equally important consideration was improving efficiencies and easing the process of regular cleaning and maintenance for store associates.

In addition to the daily cleanings the store staff conducts, the restrooms are sprayed down with an industrial disinfectant weekly, and power washed to ensure a clean and safe environment. Thanks to its robust waterproof construction, Wetwall™ is durable enough to withstand heavy cleaning and disinfecting, while maintaining its attractive look over time.

“We can now power wash the walls and squeegee the floor quickly, and in the crevices, corners, and edges, you can really see the difference,” explained Kalmowitz. “Prior to Wetwall™, if we were to use any kind of spray system to clean and sanitize, we had to be very careful about where we were spraying to not damage walls, which required extra precautions to make sure no wet areas were left behind. So the process didn’t flow as well.”

FUTURE IMPLICATIONS

For Weis, the use of Wetwall™ has proven to be an effective solution, combining functionality with design versatility. Its antimicrobial properties and maintenance benefits make it an ideal choice for high-traffic commercial environments.

“Our experience with Wetwall™ has been very positive overall,” Driscoll said. “It has been meeting our expectations, and we plan to continue rolling it out to new locations.”

The Hackettstown renovation serves as a model for future projects, demonstrating how thoughtful design choices can significantly impact the user experience and operational efficiency. Wetwall™ has proven to be such a reliable solution for Weis that it has been installed in five stores already,



Wetwall® Features & Benefits



PATENTED WATERPROOF PANEL SYSTEM

Installs seamlessly with customizable tongue and-groove panels & color-matched sealant.



DARING DESIGNS

Looks like marble, stone or wood—including abstract patterns—and weighs a lot less.



SCRATCH- AND SCUFF-RESISTANT AEON™ TECHNOLOGY

Does double duty: works hard in busy bathrooms & looks luxe longer.



ANTIMICROBIAL PROTECTION

Inhibits the growth of bacteria, mold and mildew, cleans easily and won't wash off.



SPEEDY INSTALLATION & DELIVERY

In hand in 2 weeks, in the bathroom in 2.5 hours. Plus, exceptional, reliable service.

and the company has plans to continue expanding its use in other renovations across the chain.

As the grocery chain continues to grow and evolve, the lessons learned from renovations like these can inform future upgrades and expansions. The company's dedication to maintaining high standards in all aspects of its operations, from store layout to restroom facilities, ensures that it remains a leader in the regional supermarket industry.

With continued investment in both new constructions and the refurbishment of existing locations, Weis is well-positioned to provide an exceptional shopping experience for generations to come.



Learn how Wetwall can transform your commercial project at www.wetwall.com/inspired-ideas

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