



THE COMPLETE NEWGROUND PROCESS



The Complete NewGround Process

FEWER DELAYS, FEWER MISCOMMUNICATIONS

Ready to break ground on your next branded space? Here's what it looks like to use NewGround International's end-to-end process:

STRATEGY • DESIGN • BUILD • INTERIORS

Insights by Mike Crane

Chief Operating Officer at NewGround International



THE NEWGROUND WAY



You're a transformational leader who wants your brand to grow and succeed. If your path to continued success requires designing and building a new corporate workplace, retail prototype, or global main office, you need the right partners to help you confidently make bold moves.

For over 100 years, NewGround has helped clients of all sizes across a variety of verticals set trends and defy expectations with innovative spaces that turn heads and accelerate growth. We do this by serving as one team on your team from start to finish, ensuring you have everything you need to take your vision from dream to done. We can be your single-source provider for strategy, design, build, and interiors, or we can help you customize.

Dive into our complete process overview to see how we can help you build your vision with no costly handoffs, fewer miscommunications, more accurate estimates, fewer change orders, and faster delivery.



PHASE 1: STRATEGY

Build on a Solid Foundation

Before you begin your next groundbreaking project, create a comprehensive plan for growth and success. Our Strategy Team ensures you're meeting strategic objectives, optimizing your choices, and preparing to innovate – all while reducing your risk. We provide the services, tools, and insights that enable you to make informed choices about your business, brand, and location.



OUR STRATEGY PROCESS

We help you strategize your next big design-build project in four steps

BUSINESS TRANSFORMATION

Do you have a strategic plan to align your workplaces, retail locations, and people with your business goals? Because if you don't, you risk over investing in places and systems that won't support your vision. Our Business Transformation service allows you to reevaluate everything about your organization, so you know what's working and what isn't. Then, we work together to create a plan for realignment and long-term growth.

GROWTH STRATEGIES

When it's time to make a bold move and grow your existing network, we help you reduce your risk, capitalize on hidden opportunities, and make better decisions. Our Growth Strategies service will show you what's possible in your market. We make recommendations based on detailed demographic information, your current consumer base, competition, traffic flow, and more.

BRAND ALIGNMENT

Your brand is your essence. It's who you are, how others feel about you, and what they say about your organization when you're not around. Our Brand Alignment service ensures your brand elements – logo, name, messaging, colors, fonts, textures, and more – capture your essence and reflect who you are across the web, on your app, in your workplace, and within your in-person consumer experience.

LAY YOUR PROJECT'S GROUNDWORK

WORKPLACE STRATEGY

If you're building a new workplace, our team will help you build a data-driven strategy that evaluates efficiency gaps, makes better projections, creates future flexibility, and programs your space for real people so your workplace thrives over the next ten to fifteen years.

DISCOVERY

If you're prototyping a retail experience, our team will help inspire you with cutting-edge possibilities, decide what's right for you, generate team buy-in, and prepare for innovation so you can start making experiential design decisions that serve your consumers and meet your goals.

NETWORK TRANSFORMATION

If you want to maximize the performance of your network locations, our team will help you scale your network's performance with a strategy that increases overall efficiency, maximizes your existing locations, creates cost savings, and enhances the consumer experience so you can align your entire network with your goals and achieve low-risk, network-wide growth.



PHASE 2: DESIGN

Design for Your Future

Once you have a comprehensive strategy in place, it's time to imagine and design what's next for your brand. Our Design Team translates your brand into places through architecture, engineering, and interior design, to help your design-build project meet your brand's goals and deliver on its promise.

OUR DESIGN PROCESS

Our integrated team of architects, engineers, and interior designers helps you design your next project in four steps.

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All members of the NewGround team were professional, attentive, and innovative. They helped us walk through our vision for the project and ultimately delivered a fantastic design.

**Kevin Benson,
President/CEO**



PROGRAMMING

When it's time to plan your next 15 years of workplace efficiency, flexibility, and growth, our team can help you think ahead before design begins. Our Programming service gives you data-driven insight into your current situation and future needs so you can create spaces that flow, promote wellness, enable flexibility, and get people working together.

ARCHITECTURE & ENGINEERING

What happens when the architect of record seamlessly integrates with a team of engineers, all under one project management system? You reduce guesswork, handoff time, and costly miscommunications. Our Architecture and Engineering service puts engineers on your team from the beginning of our design process – learning your brand, understanding your goals, informing design decisions, and improving function as the form takes shape.

INTERIOR DESIGN

A well-designed space can draw you in, lift your mood, and improve your sense of well-being in just a few moments. But it can do more. It can lead you on a transformational journey, help ensure your personal safety, and even improve your team's workflow. Our Interior Design service helps you capture attention, elevate the experience, and create lasting results so you can deploy beautiful, functional, and cohesive interiors that deliver your vision for your brand.

ENVIRONMENTAL GRAPHIC DESIGN

Don't let your brand-new space feel generic. Our Environmental Graphic Design service helps integrate branded graphics, video content, and three-dimensional sculpture pieces into your space so you can prioritize your messaging, create flow and focal points, and ensure your brand connects with the people you want to reach.



PHASE 3: BUILD

Build with Confidence

With a clear strategy and stunning designs in hand, you're ready to break ground on your new space. Our Project and Construction Managers collaborate with your internal teams and local resources – including key local contractors – to create a seamless build experience. Whether you use NewGround for construction management only or full design/build ownership of the project, our Build Team works with you to accomplish your goals.

OUR BUILD PROCESS

We help you build your workplace, prototype, rollout, or renovation in one of two ways.

CONSTRUCTION MANAGEMENT AT RISK

Use a local General Contractor of your choice and couple them with NewGround's project management, risk management, and vendor vetting expertise. We'll design, assist in bidding, and handle all interior details like furniture, graphics, digital content, and more. Then, work with our Construction Management Team to ensure better, cost-saving coordination with our Strategy, Design, and Interiors services.

DESIGN/BUILD

Or, let us handle all construction management and get a NewGround project manager as your onsite General Contractor. Our turnkey process for leading and managing your design and build project from start to finish creates a single, cohesive experience for your build. Here's how:



WE COMPLETE CONTRACTOR NEGOTIATIONS & DUE DILIGENCE

Start with peace of mind. We'll help you evaluate vendors and contractors based on their prices, credit ratings, financial viability, and experience levels. We check every bid against our designs, so the price on the initial bid will – more often than not – be the price you pay.

WE COORDINATE REGULAR, COLLABORATIVE CHECK-IN MEETINGS

Who's on your side of the table? When you build with us, it's our complete integrated team. We keep your project collaborative and on track.

WE COORDINATE ACROSS ALL TEAMS

Get one team and project management system to oversee all phases of your project. We start with Strategy and Design. And we can stay on the project until all interiors are installed and ready for prime time.

WE ASSUME THE RISK AND ENSURE QUALITY.

We visualize the ideal placement, adjacencies, and sizing of various spaces within an existing building, proposed expansion, or ground-up build.

YOU MAKE FINAL DECISIONS

Since we pre-negotiate our rate and operate with an open book, you can be sure we'll give you our best recommendations on vendors and prices. You get the best possible information to make the best possible decisions.

WE COORDINATE THE BUILD PHASE WITH THE INSTALLATION OF INTERIORS

When you have multiple contractors working at once, the proper coordination keeps trades from damaging each other's work. We also help reduce issues that arise when products are delivered too early or late by coordinating across project management systems.

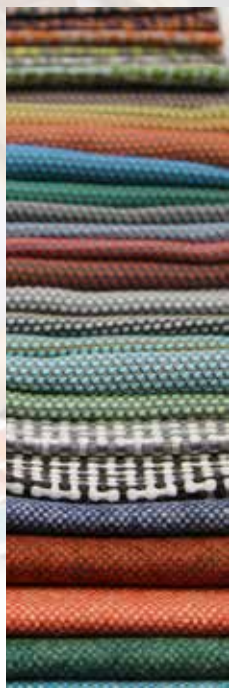




PHASE 4: INTERIORS

**Cohesive,
Branded Interiors,
Delivered**

Once your space is built, it's time to make it occupation-ready with our international design, procurement, and installation experts. Our Interiors Team takes your space from "this fits the brief" to "this feels like us!" Partner with us to navigate furniture trends, integrate technology, choose LED screen displays, and create environmental graphics to bring every detail of your interior to life.



OUR INTERIORS PROCESS

We make your space ready to experience to the last detail in four steps.

FURNITURE, FIXTURES, & EQUIPMENT

We select, finish, procure, and install FF&E (furniture, fixtures, and equipment) aligned with your brand and goals. We match our choices to your approved designs, work within your budget, and coordinate with your schedule so you get products that resonate with your brand and objectives, all at wholesale prices. Every detail considered. Every piece, built to last.

PROCUREMENT

When you use us for Procurement, you get a team whose project management system combines with our architects, interior designers, engineers, and builders. You also get access to our premium partnerships and manufacturers, giving you greater choices and more specified furniture options depending on your project. We're there on-site to make sure the pieces you ordered are the pieces received. Our goal: zero punch-list items that you have to go back and fix or replace.

ENVIRONMENTAL GRAPHICS FABRICATION & INSTALLATION

Your branded space needs wall graphics, signage, custom three-dimensional pieces, wayfinding, and more. We match your environmental and graphic designs to your completed space, select fabricators and installers, ensure you get the right vendors at the right prices, and deliver your project according to your vision, timeline, and goals. Bottom line: we make sure the designs are produced by the right people and installed the right way.

TECHNOLOGY

The final touches to your interiors are all about tech-driven sight, sound, and scent. We design, choose, and install LEDs, kiosks, scent technology, conference room technology, huddle spaces, and more. We tailor the technology to flow within your space, turn heads, and serve your goals with as many easy-button solutions as possible.



AND THAT'S THE NEWGROUND WAY

LET US PUT OUR 100+ YEARS OF INNOVATION ON YOUR SIDE TO BUILD YOUR BRANDED EXPERIENCE AS ONE TEAM, ON YOUR TEAM, FROM START TO FINISH.

A building isn't just your company's physical presence. It defines your conversation with consumers, your employees, and the community. You should only break ground once you've uncovered a groundbreaking solution that aligns your physical space with your brand and culture. With our integrated team of strategists, architects, engineers, construction and project managers, and interior designers, you can plan, design, and build an innovative space that turns heads and accelerates growth.

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