



April 5, 2010

PR Contact

Greg Matsey
859-261-5400
gmatsey@agi-us.com

For Immediate Release

Company Contacts

Timothy B. Seaman - Partner
tseaman@agi-us.com

Architectural Group International Designs New Look For Global Shoe Giant ADOC

COVINGTON, KY- April 5th, 2010, Architectural Group International (AGI), a leading architectural and interior design firm headquartered in Covington, Kentucky, with an office in Abu Dhabi, recently re-branded Central America's largest footwear company, Empresas ADOC. AGI accepted the task of designing for a distinguished brand like ADOC as well as managing the challenges that occur while working in another country. The new design was launched in three locations: Pano San Migeul Mall, Metrocentro Mall, and Lourdes Mall in El Salvador. Additional store remodels are projected in the near future.

"As one of the most recognized retail and corporate names in El Salvador, ADOC was looking for a cost effective store concept brand that would appeal to their customers. Our team spent time with the owners, visiting several locations throughout the country so that we could understand the demographic of ADOC's customers. AGI's Senior Interior Designer Emily Terlau and her team created several designs, one of which was chosen by ADOC to represent the new concept and brand for the Central American market. The highly anticipated concept and brand have been well received by the family owned corporation and customers throughout Central America," said Tim Seaman, Principal.

Don Roberto Palomo founded ADOC in the mid 1950's and today it is comprised of both retail and manufacturing operations. Currently, ADOC is Central America's largest employer, with over 400 retail locations and a manufacturing plant that produces 20,000 shoes per day. ADOC has an impressive global reach providing footwear for the American, European, and Asian markets. In addition to its positive economic impact in Central America, ADOC's philanthropy has established outreach programs to teach local youth English, Computer Science and Life Skills.

With hundreds of footwear stores throughout the Central American region, ADOC desired a new design that would showcase its unique brands while creating an inviting, organized and vibrant environment. "We approached the remodel not only as an interiors package, but a complete design overhaul. With careful consideration to the existing brand, our team took on the challenge of bringing new life to the logo and graphics package. The new design identity simply refreshed an already successful brand. The new concept employs straight lines, natural local materials, and a simple color palette with terra cotta accents. The final result is a clean, easy to shop interior that allows the merchandise to take center stage", said Emily Terlau.

ADOC becomes one of many global projects for AGI, giving them an impressive variety including Ferrari Theme Park – Abu Dhabi, Ripley's Believe It Or Not Museum – London, Coca-Cola Pavilion – Shanghai, The Body Shop – Mexico, along with several clients with multiple locations throughout the United States.

About AGI. Established in 1997, Architectural Group International provides a wide variety of design, documentation, and program management services for international retailers, developers, and franchisees. AGI promotes cutting edge design concepts that support clients' business goals and directives, providing flexible, unique, and lasting solutions.

##

135 W. SEVENTH STREET ■ COVINGTON, KENTUCKY 40011
PHONE: 859.261.5400 ■ TOLL FREE: 877.261.5400 ■ FAX: 859.261.5530
easoffice@agi-us.com ■ www.agi-global.com