

# STENSTROM

Building For Your Success

## Improvement

Robert R. Stenstrom Inc. continually strives to help their clients become more productive and efficient.

## Relationship

The longstanding relationship we have with Stenstroms gives us a competitive advantage and helps us accomplish our goals.

## Capacity

Since 1981, Stenstroms have been involved in upwards of forty projects with Kelley Williamson in capacities ranging from refurbishing dated facilities to providing complete design and construction of the total facility.



## KELLEY WILLIAMSON COMPANY

### Working to Build a Lasting Relationship

Customer satisfaction highest priority of "Kelley's Market" project.

A good example of the latest trend highlighting the petroleum marketing industry is Kelley Williamson's new "Kelley's Market" in Rockford, Illinois.

Located at Harrison Avenue, the combination convenience store, gas station, and car wash is also a good example of how Robert R. Stenstrom Inc. continually strives to help their clients become more productive and efficient.

"This business has grown extremely competitive," says John Griffin, president of Kelley Williamson Company. "Ultimately, we want a finished project that makes the best use of our real

estate. The longstanding relationship we have with Stenstroms gives us a competitive advantage and helps us accomplish our goals."

Kelley Williamson operates more than fifty Mobil branded stations within a seventy-mile radius of its headquarters in Rockford. Of that total, sixteen locations incorporate the upscale Kelley's Market concept.

" 'Kelley's Market' better reflects what we are trying to achieve as a convenience store operator," Griffin says. "Separating the gasoline brand from the store allows us to establish our own unique brand identity."



### Stenstrom Companies Ltd.

- General Contractor/ Design - Build Group
- Real Estate Development Group
- Excavation and Blacktop Group
- Sand and Gravel Group
- Petroleum Services Group
- Pearson Plumbing and Heating

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**John Griffin**  
President, Kelley Williamson Company





*"We rely on Stenstroms very early in the process. As general contractor, Stenstroms are intricately involved in every aspect of the design. They understand our business and know what we want out of the finished project. ...Together, we determine the best facility based on the size and configuration of the site."*

**John Griffin**  
President, Kelley Williamson Company

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Stenstroms oversaw the entire Harrison Avenue project, from conceptual design development to finished construction. Stenstroms designed and served as general contractor for the entire project, as well as installed the underground storage tanks and related piping for the gas station.

"We rely on Stenstroms very early in the process," Griffin says. "As general contractor, Stenstroms are intricately involved in every aspect of the design. They understand our business and know what we want out of the finished project. They work with municipalities on site requirements, design, and permits. Together, we determine the best facility

based on the size and configuration of the site."

The Kelley's Market sits on 1.5 acres of land on Rockford's southeast side and occupies 3,500 square feet. Inside the store are such familiar amenities as cooler-freezers, fountain facilities, an ATM, and lots of shelf and counter space for merchandise. Freshly prepared, ready-to-eat sandwiches are available at the "Kelley's Cafe" counter, in response to consumers' demand for a wider selection of premium food offerings.

"Stenstroms work closely with the interior designer for the convenience store, exchanging information and ideas in order to maximize the space," Griffin says. "Over the years, the companies have developed a strong working relationship and gained an understanding of what needs to be done to finish the project on time and on budget." Outside the building stand five

multiproduct dispensers providing ten fueling positions for cars. Each dispenser has the ability to accept credit and debit cards. An expansive lighted canopy above the fuel dispensers offers abundant illumination and protection from the weather.

The adjacent car wash is conveniently located to facilitate easy access and high visibility from the street, while ensuring a free flow of customer traffic.

"Working with Stenstroms makes our lives so much easier," Griffin says. "The expertise of their people and their understanding of our needs are outstanding. Over the years, they have been instrumental in assisting us to design and build excellent petroleum facilities. If I found a parcel tomorrow that I was interested in developing, I would call Stenstroms the same day."

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