

Case Study

Bradley to the (Bar) Rescue

Start Dates/End Dates

Installed May 9, 2013

Sq. Footage

75,000 square feet

Advocate Model Used/Product Quantity

Two Advocate AV-30 Lavatory Systems

Type of Project (New Construction vs. Retrofit)

Retrofit



About the Project

Bradley was tapped to help revamp the restrooms of Rhode Island watering hole Marley's on the Beach as part of an all-out makeover documented and broadcast by the Spike TV hit series "Bar Rescue."

Initial Challenges

Opened in 2010, Marley's on the Beach is an expansive indoor/outdoor restaurant located on the shores of Oakland Beach, R.I. known for live music, upscale pub food and specialty drinks.

Approximately three years after Marley's first opened its doors, owner/operator Michelle Hafers felt that the bar had yet to reach its full potential. Hafers hooked up with the crew of Spike TV's reality series "Bar Rescue" to overhaul Marley's interior design, décor and foodservice operations.

Bar Rescue engaged Bradley to upgrade Marley's washroom fixtures with the goals of achieving more contemporary aesthetics, improving the bar's sustainability profile and reducing its maintenance costs.

Solution

After assessing Marley's washrooms and learning about Hafer's needs, Bradley and Bar Rescue recommended installations of the Advocate AV-Series Lavatory Systems in the men's and women's washrooms as centerpieces of the makeover.

The Advocate is an all-in-one touchless sink that combines a faucet, soap dispenser and high efficiency hand dryer in a single unit. The Advocate's all-in-one design enables users to complete the entire handwashing process — soap, rinse and dry — in one place and ensures that water goes down the drain instead of building up on counters and floors.

Before the rescue, Marley's was often plagued by used paper towels piling up throughout the washroom and water buildup on counters and floors. The Advocate installations completely eliminated these issues and provided a much cleaner and sleeker washroom environment — improving the patron experience, lowering maintenance time for Marley's employees and mitigating the safety hazards associated with wet floors.

In addition, the Advocate's ultra-low-flow faucet achieved a much better flow rate than Marley's previous model, reducing the facility's overall water use and bills. The unit's compact design was a great fit for the bar's individual-capacity washrooms and made the most out of the limited space.

Although the Advocate scenes didn't make the final cut of the Bar Rescue episode, Bradley was able to help provide Marley's with restrooms its customers and employees will enjoy for years to come.

End Result

"The Advocate has completely transformed our washrooms. In addition to looking fantastic, they make the best use of limited space while keeping our restrooms clean and my customers love them!" — Michelle Hafers, Owner, Marley's on the Beach

