

## Case Study

### 7-Eleven

#### Start Dates/End Dates

Installed January 2013

#### Sq. Footage

35,000 Square Feet

#### Advocate Model Used/Product Quantity

Two Double-Unit Bradley Advocate AV-60 Lavatory Systems

#### Type of Project (New Construction vs. Retrofit)

New Construction



#### About the Project

7-Eleven is the world's largest store chain in the convenience retail industry. Offering busy shoppers 24-hour convenience, seven days a week is the cornerstone of 7-Eleven's business. 7-Eleven meets the needs of its guests by providing a broad selection of products and services in a clean, friendly shopping environment.

Dave Carpenter, president of JD Carpenter Companies and a 7-Eleven multiple-store franchisee, operates eight 7-Eleven stores in the Denver area, with three more in the planning stages. Carpenter asked Bradley Corporation to help enhance its washrooms with sleek, contemporary fixtures that could reduce maintenance, create an upscale image and accommodate a wide range of visitors.

#### Initial Challenges

Situated in a busy commercial neighborhood near the Denver Tech Center, Carpenter wanted the store's washrooms to be highly functional and visually appealing. It was vital for the lavatories to remain hygienic and safe between scheduled maintenance and accommodate the needs of all patrons, with respect to age and physical ability.

#### Solution

JD Carpenter Companies installed one double-unit Bradley Advocate Lavatory System in each restroom to eliminate paper towel waste, reduce washroom maintenance and reinforce the store's upscale image.

Suited for high-traffic locations like this 7-Eleven, the Advocate keeps washrooms cleaner and safer between scheduled maintenance. The unit's all-in-one design combines an ultra-low-flow faucet, soap dispenser and high-efficiency hand dryer in a single unit. This ensures that water goes down the drain instead of spilling onto floors, which keeps washrooms fresh and decreases the likelihood of slippery floors and potential falls.

The Advocate is ADA-compliant, and features sustainability in its basin made of recycled solid surface material, its faucet that reduces water use by 24 percent and its high-efficiency, dual-sided hand dryer.

#### End Result

"The Advocate creates an upscale image that appeals to our patrons. Customers don't expect to see them in a convenience store. The Advocate makes our washrooms easier to maintain, while providing a convenient and hygienic hand-washing experience."

– Dave Carpenter, 7-Eleven multiple-store franchisee