

FREEDOM, CALIFORNIA

Monument Lumber

When Monument Lumber needed a partner to modernize their store and expand their offerings—Orgill delivered.



The Challenge

As competition grew and product assortments became outdated, Monument Lumber needed a transformative update to better serve the Freedom, California community.



The Solution

With help from Orgill, Monument Lumber embraced a top-to-bottom reset:

- Implemented 80 new Smart Start product assortments
- Updated 325 linear feet of store displays
- Enhanced signage to reflect Monument Lumber's modern yet heritage-rich identity

In just one week, Monument Lumber was transformed into a more accessible, well-stocked, and attractive shopping destination, perfectly suited to serve contractors, DIYers, and local agricultural customers alike.



The Results

- Increased product variety and customer satisfaction
- Improved store navigation and aesthetic appeal
- A strong, trusted partnership for ongoing support and growth



"Orgill came to us with ideas about how we could grow and showed us the pathway to improving our business. **That's what really earned our business.**"

Mark Shugart
Co-owner
Monument Lumber
Freedom, California



Orgill Programs and Services Utilized

In the transformation of Monument Lumber, several Orgill programs and services were utilized to modernize the store and enhance its operations. These combined efforts led to a swift, one-week transformation, resulting in increased customer satisfaction, expanded product variety, and a stronger market position for Monument Lumber.

Smart Start Assortments

This initiative helps Orgill identify categories needing resets and provides tailored guidance to owners. Monument Lumber implemented nearly 80 new assortments, updating over 300 linear feet of displays across multiple categories.

Store Planning and Merchandising Assortments

Orgill's team collaborated with Monument Lumber to redesign the store layout, ensuring optimal product placement and improved customer navigation.

Retail Services Support

Orgill provided comprehensive support, including market analysis, pricing strategies, and promotional planning, to align Monument Lumber's offerings with local market demands.

Branding and Signage Solutions

To strengthen Monument Lumber's brand presence, Orgill assisted in developing cohesive interior and exterior signage, enhancing the store's visual appeal and customer experience.



Go behind the scenes! Read the full case study now.

See how Monument Lumber revitalized its business and attracted new customers with Orgill's strategic programs. Read the full case study for insights on how tailored updates can drive growth and transform your store.