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**MALLARD GROUP**  
DEDICATED TO QUALITY

THE MAGAZINE FOR CONSTRUCTION EXECUTIVES

# Mallard Group



## Dedicated to Quality

*By Shelley Seyler and Shannon O'Neill*

Brian Mallard is the president of Mallard Group, an independent company that provides fixture and graphic installation services as well as merchandising services for retail businesses around the country.

Brian founded his installation company in 2000, and has built a team of nearly 200 employees and a reputation for quality service, delivered on time. The Dallas/Ft. Worth based company has a wide range of capabilities, and sees a project through from start to finish, building relationships along the way.

Brian comes to the industry from a career as a police officer. When his department started cutting back, he was busy looking for side jobs and found himself working for a marketing company that taught people how to change out ink cartridges.

Eventually branching into the merchandising, fixture and graphic installation market, he found that his services were in high demand. "We were knocking out a store every two hours, producing more and more work," he says. Getting his brother in law, Michael Lee, to help with this new business, Mallard Group started as a part-time shop and has grown into a million-dollar enterprise.

Mallard is currently enjoying rapid growth in its industry, serving as a graphics and fixture installation company and performing large and small projects nationwide. The company can provide labor and resources to execute retail graphics and fixture installations for new stores, remodels, speed-to-shelf initiatives, and promotions. Within this unique industry there are specialties and Mallard's include the implementation of displays, showcases, racking, cash wraps, fitting rooms, kiosks, millwork and other fixtures that are designed to hold merchandise.

To complete this work, Brian has built a dedicated staff by recruiting experienced managers and staff from within the industry. Brian is also strategic and brings in new employees from varying sectors such as wireless retail and marketing. This allows Mallard Group to have qualified people who are not preprogrammed to the install industry and brings fresh, innovative ideas to the company's table.

Mallard Group's internal operations are also conducive to allowing new ideas to flourish. Brian runs the business in a democratic fashion with everyone having the opportunity to voice opinions and bounce ideas off of one another. The company operates on this important tenet: all ideas are valid and carry weight. To that end, Mallard employees, coming from diverse backgrounds, give the company an innovative edge that is then seen in its creative results.

The company also keeps an eye on efficiency through informal in-house programs that have helped Mallard maintain its business through these tough economic times.

Brian and his team at Mallard self-perform most of the tasks involved in completing projects for their clients. The company subs out no work for installation but partners with vendors such as RSC Budget, 1800 Got Junk, and Midway Travel to ensure the projects are done with top notch support.



It also helps to have a stellar client list with excellent testimonials to your name, and Mallard certainly has that. Among the businesses with which Mallard Group has worked are some names most recognize: Best Buy, Lowe's, Newell Rubbermaid, Nike, The North Face, and Nissan, Office Depot and NAPA, to name a few. Mallard Group has ongoing relationships with several of these companies.

Brian cites his work with Lowe's as especially rewarding, and clearly the feeling is mutual. The two have built a relationship over five years, during which time Mallard completed 60 major remerchandising projects for Lowe's. For each of these projects, between 55 to 70 percent of the entire store service area is reset, and Mallard has done new display and signage installations and





product moves. The supervisor that Brian's team worked with was happy to recommend them "unhesitatingly," he testified.

Mallard Group holds an important relationship with Newell Rubbermaid that goes back more than six years and allows Brian to call the company when he wants to bounce a new idea off its professionals or ask for advice.

The Lead Project Manager at Newell Rubbermaid says, "Mallard Group is one of the best...from planning an installation's scheduling, mapping and pricing, to reporting completed segments, their willingness to work diligently to ensure that there are no questions left unanswered is greatly appreciated... there is no job too big, small, or far away for them to handle."

Relationships are a cornerstone of Mallard's success and one that Brian has purposely put in place.

"We want to have long-term relationships," explains Brian. The company certainly goes the extra mile to ensure that this happens. "No matter what time it is, morning or night, we take the tough call," says Brian. As a self-described solution-minded company, Mallard Group goes to clients with a solution to every problem.

This approach has paid off. Working for companies like Best Buy, Mallard came onto a project half way through and by the end, the retail giant asked Mallard to do more than originally requested and within six months, the company had nine teams

working for Best Buy.

Mallard is also working with Menemsha who is remodeling CVS pharmacies across the country. Mallard, in fact, is doing 60 percent of the stores' remodeling of the Kodak photo labs.

Rebranding and repackaging looks to be one area of potential growth for the company. Repackaging is, in fact, a great way that Mallard has been able to become, and help other businesses become, environmentally friendly. Instead of retailers hauling old metal, wood, and graphics to the dump, Mallard offers to package and dispose of these materials properly.

As busy as it is, Mallard is still looking to broaden its skill sets and recently brought a construction manager in house with the hope that the company will someday be able to complete more general contracting-type work.

"Rather than just being a fixture and graphics company we would like to start bidding on work for the dry wall, electrical and flooring etc. so that we can be more of a one-stop shop for our customers," explains Brian.

Mallard sees itself serving as a project management company for general contractors and its retail customers. "We will bring all the pieces together for the end customer. We want to do the install, carpet, electrical etc., all in house. A multi-tasking subcontractor," he says. "Someone who can do it all."

"We practice what everyone else preaches." Delivering a



quality service on time, maintaining a strong and reliable staff, and building gradually over time has been a great approach for Mallard Group so far, and, despite the current economic challenges, Mallard is continuing to grow into new areas, building relationships on the way.■



*Brian Mallard, President of Mallard Group*

## **COMPANY AT A GLANCE**

Established : 2000

Mallard Members : 60

President : Brian Mallard

[www.mallardgroup.net](http://www.mallardgroup.net)

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