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Schorleaf becomes WD Schorleaf; expands services

Fabrication, sourcing, and implementation firm adds people and capabilities

Schorleaf, a Phoenix based WD Partners company, is changing its name to WD Schorleaf. In addition, the company is expanding its capabilities to manage high volume programs through the addition of several experienced executives and by adding a second location in Columbus, Ohio.

“Retailers are searching for the most cost-effective ways to refresh and remodel,” says Chris Doerschlag, CEO of WD Partners. “With regional services in the West and now East, WD Schorleaf can now offer convenient fabrication, sourcing, consolidation, and distribution to support national store development and reimagining programs. We are excited about what this very experienced team can offer to our retail and restaurant clients.”

WD Schorleaf’s Western Division, located in Phoenix, will continue to be led by co-President Sharon Shore. The Eastern Division located in Columbus, Ohio will be led by co-President Dennis Kaufman, and staffed by the newly joined executives.

Joining WD Schorleaf’s Eastern Division are:

Dennis E. Kaufman, co-President, Eastern Division. Dennis has thirty years of management experience, and was previously CEO and owner of Total Image Specialists.

Russ Browne, Vice President. An industrial engineer by training, Russ has decades of experience in engineering, manufacturing, project management and sales. Before joining WD Schorleaf, Russ was VP of Operations for Total Image Specialists, and VP at Retail Planning Associates (now Fitch). He has expertise in automobile dealerships, banking, specialty retail, and QSR.

Peter W. Virene, Vice President. Peter has twenty years of experience in project management, engineering/design and field installation, as well as account management. His expertise is in petroleum/c-stores, automotive, and QSR implementation. He has held executive positions with Total Image Specialists, ImagePoint, and American Modular Technologies.

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Scott Wright, Manufacturing Manager. Prior to joining WD Schorleaf, Scott was Manufacturing Manager at Total Image Specialists, where he was responsible for all manufacturing, warehousing, and the prototype shop facilities. In addition, Scott held management positions at S&G Manufacturing and DMS Store Fixtures. He has more than 30 years of experience in fixture engineering, sales, and manufacturing.

WD Schorleaf's capabilities extend WD Partners' integrated design, architecture, and engineering services for multi-unit retailers. WD Partners' integrates the range of services that a multi-unit retailer needs to develop new stores in order to streamline the development process, improve results, and reduce costs. These in-house services include branding, design, operations engineering, architecture, mechanical/electrical/plumbing, civil and structural engineering, site development services, implementation, and construction management. WD Partners' clients include Starbucks, Best Buy, The Home Depot, Frito Lay, Safeway, and Whole Foods.

WD Schorleaf is a fabrication, sourcing, and implementation firm that creates signage, graphics, custom fixtures, and millwork. The firm has extensive experience with sustainable design materials and practices. Its clients include Fry's Food Stores, Food 4 Less, Fresh & Easy, and Whole Foods Market.

WD Partners develops stores for retail and restaurant chains that enhance customer experiences, profitability, and return on investment. The company provides the design, implementation, architecture, and engineering services that retailers need to innovate at the store level. WD Partners works for the leading regional and global retail brands. For more information, please visit www.wdpartners.com.

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