

A Casino, A Hurricane, and \$700 Million of INOX

Client: TriMark Gill Group
Project: Imperial Palace Casino
Location: Biloxi, MS
Website: www.trimarkusa.com/divisions/design-build-specialists/trimark-gill-group

"After Katrina hit Biloxi, the Imperial Palace Casino needed to be open on a tight deadline. We went with INOX because of their quick response time and product."

— Brian Maloney, V.P., TriMark Gill Group

GREAT OUTREACH LEADS TO GREAT ORGANIZATION

The client list at TriMark Gill Group is—to say the least—diverse and extensive. TriMark is the country's largest provider of equipment, supplies, and design services to the food service industry. With a brand equity of 1.5 billion dollars in the organization, they are known for supreme quality and customer service.

TriMark works with a wide variety of clients ranging from universities, resorts, airports, hospitals, and even one of Disney's exclusive restaurants. The people behind the name are some of the most experienced in the industry, and provide their clients with the creative and expansive solutions to fit their needs.

This expansive experience—combined with INOX's specialty with custom-built items—makes this partnership work well within the food service equipment industry.

"Our relationship with INOX goes back even before the TriMark days," says TriMark Gill Group Vice President, Brian Maloney. "I've been in contact with people from INOX for about 16-20 years and I'm greatly impressed with the product they produce."

Given the history between the two companies and a record of successful collaborations, Maloney called on INOX when presented with a challenging rebuild in 2005, in the wake of Hurricane Katrina.

BILOXI AFTERMATH RESULTS IN REBUILD

The rebuild of the Imperial Palace Casino presented a challenge to Maloney's team at TriMark. A demanding project with a short timeline, TriMark needed a supplier to provide skilled engineering and high quality fabrication with little lead time. Maloney approached Alex Diaz of INOX with the project.

"INOX builds tremendous, quality products and they are very engineering focused. Their products can do anything," says Maloney. "This project called for custom fabrication, so I called-up Alex and his team got to work."

Hurricane Katrina leveled much of Biloxi, including the Imperial Palace Casino. With a goal to rebuild, Maloney sourced INOX. There was a lot of work to do in a short timeline but Maloney was confident in Diaz would not only be able to handle such a project, but supply the casino with tremendous custom fabricated products other suppliers could not.

"I've known INOX owner David Dorta a long time. I knew David's father. And that relationship is important, their good guys and they do good work."

— Brian Maloney, V.P., TriMark Gill Group

OPPORTUNITY FOR INNOVATION

The valuable engineering knowledge provided by Diaz and his team helped revitalize Imperial Palace Casino and get Biloxi back to work. INOX provided TriMark with over 700 million dollars of equipment, including stainless steel doors, conveyors, and motors.

Imperial Palace Casino also required custom fabrication for their restaurant, buffets and food-prep areas. For instance, INOX designed custom cooking skewers for the Casino's Brazilian steakhouse and enhanced the visual presentation for guests. The team also designed a revolving wheel to serve quesadillas at the buffet,. Each spoke of the wheel carried food from the prep area to the hungry patrons across the way.

"We don't get the opportunity to do crazy different things that often," said Maloney "but with INOX's engineering expertise, we not only got something extremely visual, but also practical for the restaurant. It's just another example of great, custom fabrication."

ABOUT TRIMARK GILL GROUP

- Premier food service equipment contractor
- Regional offices in Maryland, Florida, and Montana
- Services: estimating coordinated drawings, project management, and installation.

ABOUT INOX

- Premier Manufacturer of Stainless Steel Food Service Equipment
- Located in Hialeah, FL
- For Quotes, email quotes@emjacindustries.com
- Call toll-free at 1-800-767-8339