



Thrifty Foods, British Columbia

Thrifty Foods takes pride in sustainability, ethical trading practices, energy savings, and funding community programs to support a commitment to healthy living. This Grocery store chain in British Columbia takes pride in their stores and community.

Products Used

- F-2352 and F-2352SC: Ceiling Speakers
- SC-615T: Paging Horn Speaker
- BS-1030W Universal Speaker
- DA-250: Multi-channel Digital Amplifiers
- A-9120DHM2: Modular Digital Matrix Mixer/Amplifier
- P-9102DH: 9000 Series Power Amplifier
- PM-660U Paging Microphone



Purpose

Thrifty Foods wanted to create an atmosphere that would make their customers feel relaxed and comfortable while shopping in their stores. They also wanted a reliable and effective way to page their staff and relay important messages to the customers.

Challenge

Thrifty Foods has been a successful grocery chain. They started with over 20 stores on Vancouver Island. Around 2010 they started to expand to the mainland and continue to grow at a rapid pace. Maintaining customer loyalty and a close relationship was important for both TOA and Thrifty Foods.

Solution

To create a background music (BGM) and public address system, Thrifty Foods had installed a variety of TOA speakers, amplifiers and paging microphones to suit the specific requirement of each area of the store. Wide Dispersion F Series Ceiling Speakers are used throughout the store to provide pleasing BGM. These speakers have a large sound coverage area which results in less speakers being required. Paging horns are being used in the warehouse and outdoor areas. The Box Speakers have been installed in clusters of three to provide effective coverage in areas with open ceilings. PM-660U paging microphones are being used to broadcast pages and announcements. TOA's DA Series Multi-channel Digital Amplifiers and the 9000 Series Modular Digital Matrix Mixer/Amplifier are powering the system providing enough power for the grocery store's PA system.

Feedback

The solution recommended by the TOA team provided the sound quality and product reliability Thrifty foods was looking for. They are confident they chose the right equipment.



About TOA Canada Corporation

TOA Corporation was founded in Kobe, Japan over 80 years ago. TOA operates in over 100 countries worldwide, with manufacturing facilities found in nearly every major market area. These facilities have a reputation for precision design and fabrication, resulting in a proven track record of TOA product reliability.

TOA Canada Corporation was formed in 1990 as a complete sound solutions provider, specializing in commercial audio, including, public address, voice communications, voice evacuation and emergency paging requirements. TOA Canada offers complete solutions for all corporate and commercial audio communications and intercom security requirements.