ZONE 4

CASE STUDY:
EXOTEC NORTH AMERICAN DEMO CENTER

Location: Atlanta, GA

Scope: Total Turnkey Install: Mechanical and Electrical

Timeline: Mobilized in 2 weeks, finished ahead of schedule

"Zone 4 was an essential partner in bringing our next-gen Skypod system demo center to life. Their expertise, precision, and commitment are helping us showcase the future of warehouse automation at our new North American headquarters."

- Race Kangas, Deployment Director at Exotec

Overview

Exotec set out to launch its first North American Demo Center—a flagship space designed to showcase next-generation automation, accelerate R&D, and create a dynamic hub for customer engagement.

With a fast-approaching deadline and no room for error, they needed more than an installer—they needed a precision-driven, safety-first partner who could execute flawlessly under pressure.

Challenge accepted.

This high-visibility initiative demanded tight tolerances, detailed coordination, and technical precision, but that's exactly how we operate. From conduit layout to equipment placement, we delivered with the same high standards we bring to every project. Working closely with Exotec's engineering team, we executed with the consistency and confidence that defines our approach.

The result? A fully operational Demo Center—delivered on time, built to spec, and executed without a single compromise on safety or quality.

The Challenge



First-Time Partnership:

Exotec was searching for more than a vendor; they needed a scalable partner to support their North American expansion. A trusted U.S.-based partner—one with the capability, credibility, and capacity to execute complex mechanical and electrical installations across the U.S., Canada, and Mexico. They weren't just looking for a contractor—they were building the foundation for long-term growth.



Time Crunch:

A tight mobilization window. Just three weeks to execute. And every expectation riding on a flawless delivery from day one.



High Visibility. High Expectations:

As a flagship space for clients, investors, and internal teams, the Demo Center demanded perfection, every detail sharp, every system fully operational, and nothing left to chance.



No Room for Delays

The blueprint set the direction, but it was Zone 4's field execution that brought it to life. Through proactive coordination and real-time alignment with Exotec, our team ensured on-time delivery, budget discipline, and seamless project flow from start to finish.

Our Approach

Fast, Focused Mobilization

Exotec gave the green light, and Zone 4 launched into action. In just 14 days, we secured materials, activated our professional deployment team, and delivered a turnkey mobilization that set the project up for success from day one.

Field-Based Adjustments

While the installation followed Exotec's original engineering drawings, our electrical team went a step further. By utilizing our extensive experience, we proposed alternative routing options in the field that would provide a more efficient electrical layout that elevated the outcome. Exotec gave Zone 4 the approval to move forward with the installation, and they immediately saw the value of our partnership.

Coordinated Problem Solving

Exotec operates with impressive precision, clear priorities, and a strong sense of urgency. Through real-time communications, swift decision-making, and precise coordination, our teams developed contingency plans for any unexpected challenges. By developing these plans and realigning priorities, we worked closely together to keep the project on track. The adaptability and commitment were key to maintaining momentum and delivering exceptional results.

The Results

- Exceeded timeline expectations with early completion
- Total turnkey execution with in-house mechanical and electrical teams
- Clean, turnkey presentation ready for client interaction
- Stakeholder endorsement at every level
- Solidified Exotec partnership with additional projects underway

This installation didn't just activate the Demo Center—it reaffirmed trust in our team, our communication, and our execution. We delivered on time, on budget, and with the readiness to take on what's next.

What Stood Out

In-House Execution

By owning both scopes, we unified every phase of the project, seamlessly aligning strategy, execution, and outcomes. The result: complete control, zero surprises, and a clear, accelerated path to completion. One team. One vision. Flawless delivery.

Pressure-Ready Leadership

Our field leaders demonstrated exceptional agility by adapting in real time, staying focused, and keeping teams energized to maintain steady momentum throughout the project.

Polished Results

The execution at the Demo Center is a direct reflection of our identity: precise, reliable, and built on a foundation of quality, accountability, and trust.

What's Next

This Demo Center installation was more than a project; it was a catalyst. As a result of this project, Zone 4 was awarded a full-scale customer site with Exotec. From day one, our partnership has been about a shared vision, alignment, and trust.

At Zone 4, partnerships aren't an afterthought; they're our foundation. We don't just deliver installations; we invest in understanding our clients' goals, accountability, collaboration, and consistency. Zone 4 is an extension of our client's team by being proactive, responsive, and fully invested in your success.

About Zone 4

Zone 4 is a leader in turnkey installation solutions for warehouse automation and material handling systems. With a network of 400+ skilled professionals and hundreds of years of combined team experience, Zone 4 delivers high-performance execution at scale. Trusted by top systems integrators and global retailers, Zone 4 specializes in complex, high-stakes installs—executed with precision, safety, and professionalism.