



Roberts Electric | Spring 2015

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[Roberts Electric](#)

Walnut Creek's Sephora Store Grows its Footprint

When the space next to Walnut Creek's Sephora became available, this skincare, makeup and fragrance retailer seized the opportunity to grow its Broadway Plaza footprint. We rewired the entire new facility, including displays, with energy-efficient lighting.



High rents mean that retailers can't afford to close their doors during

Hello {FIRST_NAME|Valued Customer},

We've been in business in the Bay Area for more than 80 years, and we're proud of our longstanding relationships with both customers and the other service partners with whom we collaborate. These are people who value quality work and customer service--they hold themselves to the same high standards to which we hold ourselves.



Roberts Electric recently completed the electrical on a remodeling project for a family room and bathroom for Berkeley architect [Caitlin Lempres Brostrom](#), of [First Bay Architecture](#).

We've collaborated with Caitlin on several projects, so we were delighted to do the electrical on her home. W.A. Rose was the contractor on Caitlin's job--this relationship goes back to 1960, when Dan's father and mother, Don and Cora Pitcock, first began partnering with Rose--**that's an astonishing 55 years working with W.A. Rose** on quality construction projects!

The goal of this project was to expand the functional living area at the rear of the house, which required repositioning several rooms. The laundry room was moved to the

construction, so one of our challenges was adjusting schedules so our team could work at night. We broke the project into three phases, which included building out and rewiring offices and bathrooms.



Next up: Sephora Stoneridge Mall

Roberts will be the electrical contractor on an expanded Sephora space in Pleasanton's Stoneridge Mall.



Uniqlo expands options for East Bay shoppers

We recently **completed a 2-story Uniqlo store** in Walnut Creek that firmly establishes Broadway Plaza as the East Bay's shopping mecca.

A full-service trucker facility in Lodi . . .

Roberts recently completed a ground-up development

basement, and the powder room was relocated into what had been the pantry.



Soft LED lights provide energy-efficient illumination for work and play

The single window and door onto the patio was replaced with a sliding French door and an overhang--into which we installed recessed LED light fixtures.



A sliding glass door provides easy access to the patio and helps open up what was once a dark space

We rewired and upgraded the electrical, installing overhead recessed LED lights in the family room as well as individual LED light fixtures over the game table and desk.

ground-up development, Love's Travel Stop—specifically designed to meet the needs of long-haul truckers. The project included



two

separate buildings, a Tire Barn and a full service Love's truckstop with convenience store, Arby's restaurant, shower and laundry facilities, site lighting, and two fueling stations.

Save on Electricity this Summer!



- Clean the area around air conditioner vents
- Open your windows and let cooler air flow into your home in the morning and at night
- Cover your windows during the day to block the hot sun
- Do tasks that make your house warmer during the cooler times of the day

Diamond-Certified for the



The overhang has recessed LED lighting, which illuminates the patio

With its hardwood floors, built-in cabinets, bookshelves and soft LED lighting, this is now a warm, inviting, functional room in which this family gathers to work and play.

Our best,

Dan

Employee Highlight: Chris Riley



Chris Riley has taken a circuitous route to Roberts Electric. He installed data communications systems and fire alarm

security, worked in a bakery and spent six grueling months moving pianos. Chris also has a BA in Musical Performance from Cal State East Bay and is a serious musician. He plays the trumpet for the [West County Winds](#), which has been performing in the East Bay for more than 30 years.

Chris joined RECO 4 years ago as an electrical trainee

14th Straight Year



We're proud to be a [Diamond Certified](#) Company. What does this mean?

It involves a 12-step certification process. Companies must score **Highest in Quality** to earn Diamond Certified rating.

We're proud of our 95% customer loyalty and high customer satisfaction ratings. [Highlights of our Diamond Certified page](#) include a video of owner Dan Pitcock.

About Roberts Electric



When Roberts Electric opened for business in 1895 as Roberts Manufacturing, the company specialized in crafting the prevalent lighting of the times, custom gas light fixtures. We changed our name to Roberts Electric Co.,

He is still taking classes and expects to take the general test next year, when he will become a certified electrician —“basically, this will be my diploma in the electrician field.” Chris is part of the commercial team that has been involved with a series of high-profile tenant improvement projects throughout the Bay Area.

“I’m working on the Sephora store in Walnut Creek’s Broadway Plaza right now. I love that every job is different and that it involves collaboration, creativity and problem-solving skills. I’m always learning something new, which I enjoy.”

With the concert season over for the year, Chris has turned his attention to baseball. He roots for both the A’s and the Giants and plays in an Alameda softball league—his team--the Leftovers. Chris also enjoys camping “anywhere there is water, trees and not many people—I’m also looking forward to a trip to Alaska in July.”

An important part of Chris’ life: a rock band

Chris has been the guitar player in an 8-person rock band, S.O.L, for more than 15 years. “We don’t play many shows, but the rules are strict: we have to have fun every time we play. We are currently working on our third album.”

“

I had Roberts Electric install a lighting system for a horse-riding arena. They were fantastic--they did a great job adding more lights when we realized there was a dark area on the path to the arena. Great price, quality work and super people to work with!

--Judi M, Oakland

”

but we've remained family owned for 80 years, and we're proud of our strong roots in the community.

Skilled artisans and craftspeople

We hold not only ourselves to high standards but also the people with whom we partner -skilled artisans and craftspeople who place the same premium on quality work and customer service that we do.

Most of all, at Roberts, we never lose sight of the fact that you've invited us into your homes and businesses.

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