



SPRING | 2025

Hello Dan,

We are pleased to be sending our first newsletter in quite some time. There are people to remember, milestones to celebrate, completed work to recognize, and projects to take us into 2025. It's really quite amazing when you think back over the last few years.



This is our 32nd year in business since my parents, Don and Cora Pitcock, retired

We take a lot of pride in our more than 60 years of operation as a family business and another 60 years before that as an operating entity. The business started as Roberts Manufacturing in the 1890s and moved to Oakland after the Big Earthquake of 1906.

Our continued success comes from commitment to quality and our clients. Repeat business is really our proudest accomplishment, and we are grateful . . .



For jewelry lovers: Freestanding David Yurman and Brilliant Earth stores

Juntos Fruitvale

RECO helped turn the old Masonic Temple on International Boulevard into **Juntos**, a 3-story, 10,000 square-foot community hub and cultural arts center that helps ground this neighborhood. There's an auditorium, private offices and a meeting hall that's fully equipped and can accommodate 150 people.



Expertise with Tenant Improvement Projects (TIs)

Roberts Electric has developed particular expertise in working with owners and contractors on tenant improvement (TIs) projects to meet aggressive deadlines.

RECO worked on luxury furniture store, **Arhaus**, where "furniture and décor are sustainably sourced, lovingly made, and built to last." We also were the electrical contractor on a new **Scandinavian Design** store in Santa Rosa. Affordable design makes this a popular choice.



Preventative care for our pampered pets

RECO was the contractor for a new branch of **Banfield Pet Care**, which has become a leading provider of veterinary care throughout the U.S. Petcare includes dental services, surgery and ongoing treatment programs.

We also worked on **Modern Animal** in Berkeley and Palo Alto. This is the new wave of pet care, membership-based veterinary clinic. There's an emphasis on streamlined communication and processes to keep pets and their owners healthy and happy.

RECO and Bay Area restaurants

Prices may be soaring, but Bay Area diners still find money to go out to dinner.

- RECO was the electrical contractor for **Korean Barbecue Baekjeong**. Super stylish and always busy, diners look forward to cooking their own beef on the tabletop grills.
- **Homeroom** in Berkeley is the third edition of this popular

restaurant that specializes in mac 'n cheese and other comfort food.

- Roses on Adeline is restaurant serving the south Berkeley community with good design and great cocktails!



Roses on Adeline, in South Berkeley. The perfect spot for a late lunch and one of their cocktails.



Stylish, always-busy Baekjeong | Berkeley's Homeroom #3. For your comfort-food fix

New electric vehicle?

Plugging your EV into an existing outlet in your home is dangerous. Instead, an EV charging station connects directly to your home's electrical panel, creating a dedicated power source.



Minimize the risk of electrical hazards

You'll avoid potential problems with overloading other circuits. EV chargers are designed with safety mechanisms like ground-fault circuit interrupters (GFCIs) and overload protection. **Call RECO for an EV installation: 510.834.6161**

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