

CYBERSECURITY: HOW TO PROTECT YOUR CANNABIS BUSINESS

MARIJUANA VENTURE

#1
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AN INSIDE LOOK AT
ONE OF THE BIGGEST
CANNABIS COMPANIES
IN NORTH AMERICA

US \$7.99 / CAN \$9.99



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Local Roots

Local Roots, a five-store chain based a few miles north of Seattle, went all in when it came to the interior of its newest location. CEO Rahn Bruns worked with Mike Dillon of Dillon Works, a retail design specialty business based in Mukilteo, Washington, to create a visually stunning look for the new shop. Dillon, a former Disney Imagineer, came up with a wall design that combined 3-D fixtures and backlighting with dazzling colors and geometric patterns to create a unique look. "We're scheduled to open on Sept. 1, and I think this room is going to blow people away," Bruns said.



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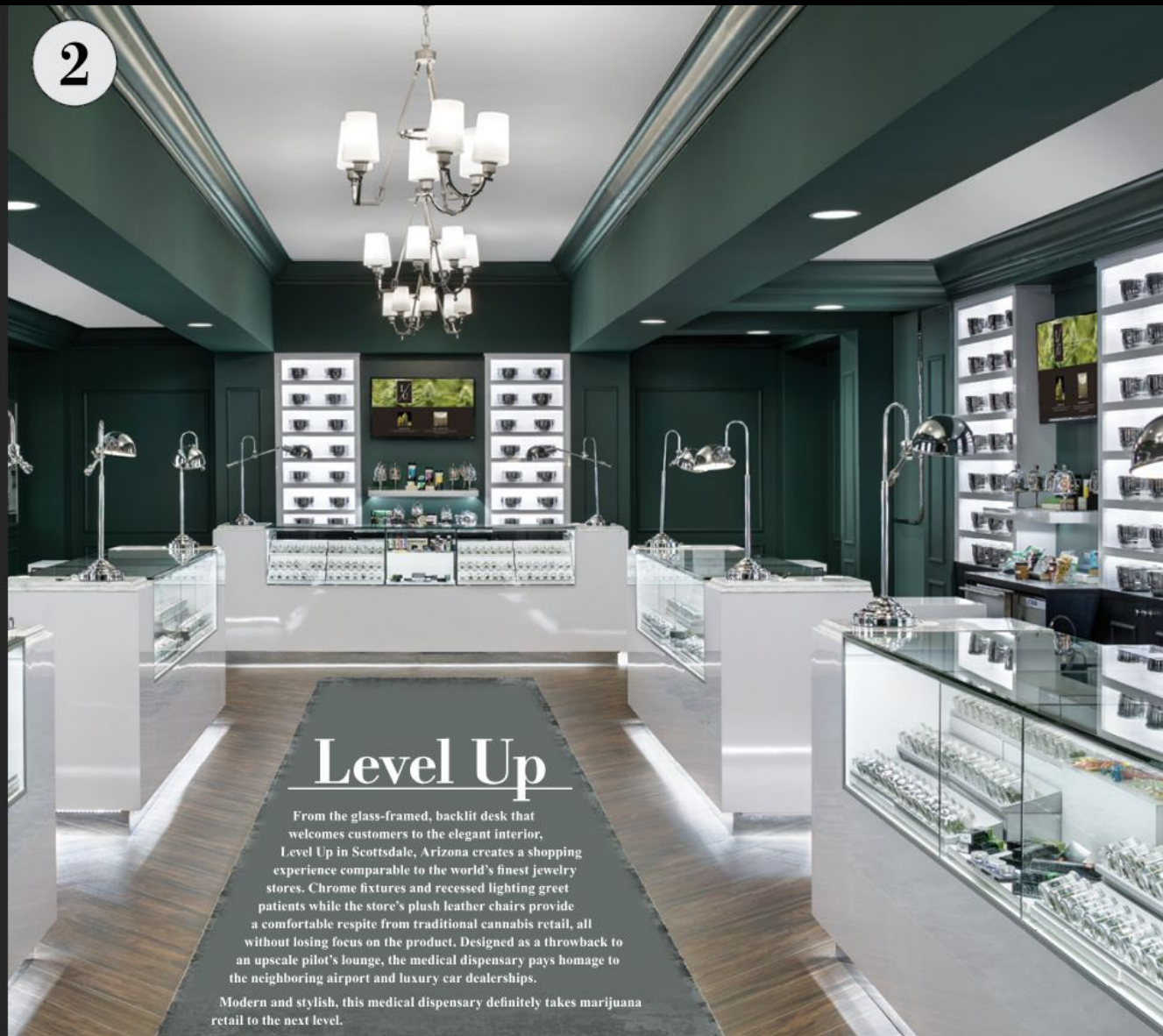


Gnome Grown

The Gnome Grown stores, designed by Megan Stone of High Road Design, are adorable examples of how to personify a brand through design and décor. The layout features open ceilings, a warm color palette throughout and plenty of gnomes, while the meticulously carved wooden wall, sitting area with stumps for tables and diffusion wall of lumber pay homage to Oregon's logging heritage.

Gnome Grown prides itself on its selection, as well as its commitment to environmental practices and simple, all-natural farming, all of which comes through in the look of its retail stores in Oregon City.

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Level Up

From the glass-framed, backlit desk that welcomes customers to the elegant interior, Level Up in Scottsdale, Arizona creates a shopping experience comparable to the world's finest jewelry stores. Chrome fixtures and recessed lighting greet patients while the store's plush leather chairs provide a comfortable respite from traditional cannabis retail, all without losing focus on the product. Designed as a throwback to an upscale pilot's lounge, the medical dispensary pays homage to the neighboring airport and luxury car dealerships.

Modern and stylish, this medical dispensary definitely takes marijuana retail to the next level.

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People's OC

Big enough to get lost in, but still designed well enough for a quick in-and-out, People's OC is an award-winning two-story recreational shop in Santa Ana, California. It is one of the largest cannabis stores in the country and every square foot channels California's laid-back culture into a professional environment, with plenty of artwork, event space and lounging areas spread throughout the store. People's OC also has enough shelf space to provide customers with one of the largest selections of product in the state. In 2017 the dual-level store received the Dope Industry Award for Cannabis Store of the Year in Southern California.

