

EuroShop takes on 16th hall to satisfy demand

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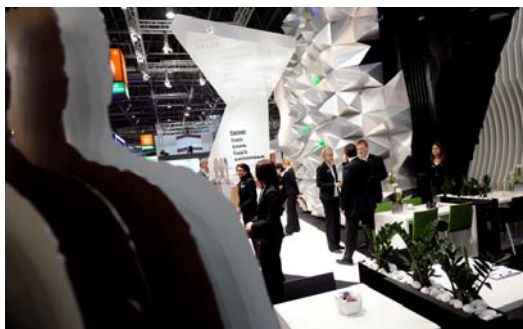
EuroShop 2014 is scheduled to be the largest in its history when it opens its doors on 16th February next year. Demand for stand space has been particularly high in the shopfitting halls.

The UK Government is keen to promote exports and is prepared to help small and medium size UK manufacturers with grants of £1,500 towards the cost of exhibiting at EuroShop. Applications for grants are handled exclusively by sdea and we only have 11 left.

EuroShop is the largest, most important shopfitting, display, PoP, retail technology and exhibition systems exhibition in the world. It is held every three years in Düsseldorf.

In 2011 it attracted over 2,000 exhibitors from 53 countries and 107,000 visitors. EuroShop is a truly international event with 60 per cent of the visitors and over 50 per cent of the exhibitors coming from outside Germany.

Visit www.euroshop-tradefair.com for more information on the exhibition and for information about grants contact Lawrence Cutler at sdea: lawrence@sdea.co.uk



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 BRITAIN



UK Trade
 & Investment

*Source: IMF April 2013

New members

Welcome to all our new members who have joined the Association since the May edition.

Lumaire Ltd

Byford Road
Leicester
LE4 0DG
T: 0116 261 0104
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Supplier of retail lighting, PoS display lighting, interior design lighting, energy efficient lighting, LED lighting sheet, product lighting.

Niki

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2161 Pravets
Bulgaria
T: 00 35 9887 310005
E: megy.nikolova@niki-ltd.com
W: www.niki-ltd.com

Manufacturer of metal displays from wire, sheet iron, tubes. NIKI offers a full range of services - from design and manufacturing to packaging and logistics.

Novograf Ltd

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Glasgow
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E: ccoulthman@novograf.co.uk
W: www.novograf.co.uk

Novograf creates customised, PVC-free laminates, films and boards (in any colour) for retail, commercial and transport environments. They believe every surface is an opportunity, anything imagined is possible, and there is always a solution for every budget.

RAL Display & Marketing Ltd

2 Cranmer Place
Leicester
LE3 0QA
T: 0116 255 4640
E: greg@ral-display.co.uk
W: www.ral-display.co.uk

Supplier of display stands including pop up stands, trade show exhibition stands, Twist displays, poster frames, leaflet holders & window displays.

New dates for your diary

sdea Members Christmas Lunch
Tuesday, 3 December 2013

sdea Meet the Buyer
Wednesday, 22 January 2014

Sustainability is the key

Prior to the AGM, there were those who questioned the advisability of organising a presentation on sustainability as our keynote speech. Would attendance be down? Would half the audience be asleep by lunchtime?

Following a lively debate on the future of the Association, as envisaged by new President Chris Shoebottom, (see meeting minutes) we had our answer.

There was not a spare seat in the room as Pete Dawes of 4G Design began his presentation.

As a previous MD of The Sloane Group, Pete's knowledge of our industry could not be faulted and his passion for sustainability was infectious.

By designing out waste and therefore cost from a product or concept over its lifespan, he demonstrated how the results are not only commercial, with clear cost savings, but produce an eco map which demonstrates the sustainability of the product or concept to the client.

Additionally, the benefits of such an approach can be recorded by applying an Ebadge, effectively a barcode, to every display unit. The barcode stores all the vital information about the unit, specifically its operation and maintenance manual, which includes how to clean it, how to change or replace it and who to call for disposal of the unit. It can even hold stock inventory, who made the unit and when. The barcode is scanned at store level by smart phone technology and information is obtained from a central database.

A fascinating and inspirational presentation.



New faces at the top



Chris Shoebottom of Albion Design & Fabrication (left) and Alan Pegram of Global Display Projects were elected President and Vice President respectively at the AGM. Nick Wraith of Unibox becomes Immediate Past President. Newly elected to the Executive Council were Beatrice Bartlay of 2B Interface and Tim Wilkinson of Plastic Formers.

sdea's first Summer Barbecue voted a success by members

On one of the hottest days in July members descended on The Water Poet in London's Spitalfields for a convivial get together and mammoth quantities of food in the tranquil setting of the pub's walled garden.



Retail stores news...



Dixons Retail, has unveiled the first in a series of new concept stores for its travel brand, Dixons Travel, at Gatwick Airport's South terminal. This concept store will be the blueprint for other store designs in the Dixons Travel portfolio. Instead of offering traditional POS, the innovative new space features state-of-the-art digital signage that shows the latest products and allows customers to easily browse for more information. The sleek new store has been designed with the weary traveller in mind, with a more open and flowing feel and a shelf for tired customers to store their luggage whilst they pay for their purchases. The store will house 1,100 products across 1,466 square feet. 10-inch tablet 'look books' will sit next to products allowing customers to gain more information on the products and associated offers in a more interactive and less cluttered format. Dixons Travel have also enhanced the in-store customer experience, utilising digital visual merchandising tables with 32-inch rear projection 'floating screens' over specially themed areas, creating a theatrical atmosphere to the overall product floor.



Asda will open 10 new stores in the remainder of the year, including four new small format supermarkets, five superstores and one new non-food outlet. This is in addition to two stores that have already opened in 2013 in Coventry (Asda Living) and Larkhall, near Glasgow (Asda supermarket). These new stores will together add over 340,000 square feet of net selling space in 2013.

One Stop, a subsidiary of Tesco, has agreed to acquire 33 convenience stores from Alfred Jones (Warrington) Ltd as part of its long-term growth strategy. The stores are based in the North West of England and will bring One Stop's total number of stores to 682. The deal is conditional upon regulatory approval and is expected to complete later in the year. One Stop CEO Tony Reed said: "We will also invest in store refurbishment to improve the shopping experience for our customers." In 2011, One Stop acquired the 77-strong Mills Group estate and within 12 months delivered like for like sales performance of +19% across a successful group of stores.



HMV is returning to its original retail site at 363 Oxford Street, the entertainment retailer's original store, famous as the record shop which was instrumental in getting the Beatles signed. A plaque on the wall of the building, latterly occupied by US sportswear retailer Footlocker, confirms the store's unique place in British music history. The plaque was unveiled by The Beatles' producer, Sir George Martin, on 26th April 2000 when HMV closed the store to move into new premises across the road at 365 Oxford Street. The new store is due to open in early October 2013 and will feature a recreation of the store's iconic 1950s His Master's Voice neon signage.



John Lewis is to open at Heathrow's Terminal 2 on 4th June 2014. The retailer is investing over £1 million in a 3,600 sq ft shop at the airport, combining the best of home, fashion, gifting and seasonal ranges. John Lewis Heathrow will showcase many of its own-brand products, designer collaborations and exclusives. The new Terminal 2, to be known as 'Terminal 2: The Queen's Terminal', in honour of Her Majesty The Queen is the latest phase of the five year, £11 billion transformation of Heathrow. John Lewis Heathrow will be located on the top floor of the departure lounge and will form part of the first impression for passengers passing through security. Terminal 2 will be a spacious, open terminal with multi-lingual ambassadors and personal shoppers on hand to help customers make the most of their journey. Heathrow is home to some of the world's most successful retail space with annual net sales of over £1.7 billion serving passengers from around 180 worldwide destinations.



Sainsbury's has teamed up with Vodafone to create Mobile by Sainsbury's, a new network that will combine the Sainsbury's brand promise of Live Well for Less with the unbeatable coverage and reliability of one of the country's top mobile operators. Mobile by Sainsbury's will launch later this Summer.

Snow+Rock is proud to be partnering with the world's leading outdoor brand, **Arc'teryx**, to open their first stand-alone store in Europe. This exciting new store will be coming to St Martin's Courtyard in London's Covent Garden, later this month. Having introduced Arc'teryx to the UK in 2000, and helped grow the Canadian brand to where it is today, it was only natural that Snow+Rock was chosen as their partner to open a store in the UK. Snow+Rock also owns specialist bike store Cycle Surgery and running specialists Runners Need. Runners Need will be occupying the adjacent unit.

Appointments

Glencourt Associates has announced two important new appointments:

Peter Gerrard has joined this market specialist Executive Recruitment consultancy as UK Development Director. Peter has 28 years recruitment experience, 25 of these within Michael Page International where latterly he was the Managing Director of Michael Page Retail, Michael Page Design and Michael Page Merchandising. He had a team of 99 fee earning recruiters reporting in. Prior to entering the recruitment market, Peter spent four years at Price Waterhouse as a Senior Auditor. Bob Garton, Glencourt's founder and Managing Director told sdea "I am delighted Peter has decided to join the business at a time when both the market and Glencourt are expanding significantly". Peter can be contacted on 01342 712710 or peter.gerrard@glencourt.co.uk

Peter Samuelson joined Glencourt following a very successful initial 18 months undertaking executive recruitment for the company in mainland Europe. Peter Samuelson was appointed European Development Director on 1st July. Peter has substantial knowledge and experience of the storefitting market. At the age of 23 he entered the family shopfitting company, Samuelsons Inredningar and in 1988 he was appointed Chairman and Managing Director of what later became the Samuelsons Group. During 2006, in conjunction with his sister and Morten Grøn-Hansen, he founded New Store Europe by merging the Samuelsons Group with the Grøn-Hansen business in Norway. As a main board member of NSE, he retained his sales responsibilities until May 2009. With his team, he built a profitable company from zero to sales of €7m inside two years. In early 2009 much of New Store Europe was purchased by the private equity company Herkules, which led to a restructuring of the board. In October that year Peter agreed with the new CEO that he would stand down in June 2011. He joined Glencourt a few months later and whilst he no longer has any executive responsibilities of any kind within New Store Europe, his senior contacts throughout Europe have been a substantial contribution to his success with Glencourt.

B Brown launch 3D Décor Tiles

Transform your walls into spatial eye-catchers. The Bamboo Wall Panels of 3D Décor Tiles give each wall or surface a unique character of its own. These easy-to-install wall panels are made from ecological pressed bamboo pulp and feel like hardboard. All designs are expandable in any direction with an automatic pattern repeat, and can be finished in any colour.

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2B Interface opens new office in Essex

To meet the growing demand for their services, 2B Interface are pleased to announce that in September they are opening an office in Harlow. It is the first step to a rapid nationwide expansion. They are taking advantage of their strong market position and opportunities available in the recruitment

market. Since their launch in 2005, 2B Interface has successfully provided POP and POS companies with fully qualified, cost effective temporary and permanent staff.

For further information, please contact 2B at
info@2binterface.com

Tom Dixon selects Unibox for international exhibitions

British design brand, Tom Dixon, has once again called on Unibox to help deliver a suite of projects for their presence at a number of international design festivals.

The tour comprised a significant presence at the Stockholm Furniture Fair, Maison et Objet in Paris, the Milan Furniture Fair and ICFF (the International Contemporary Furniture Fair) in New York City, where visitors were treated to an exclusive preview of the new Tom Dixon accessories range, and for which the Unibox Modular System was used in a range of applications.

To fulfil the overall project, design teams from both camps collaborated to create the framework for the Tom Dixon exhibition stand, which was a sizeable 350m² at the Milan Furniture Fair, as well as various other aspects within it. These comprised a mixture of product display equipment and ambient brand experience areas, such as a quintessentially British Tea House.

Each aspect of the collaboration used Unibox aluminium profiles in a matt black anodised finish weaved together with other materials also fabricated at Unibox. This was designed to fashion an industrial, contemporary look and feel to be in keeping with the Tom Dixon brand and product range.

Speaking after the Salone show in Milan, Tom Dixon commented: "The flexibility and versatility of



Unibox's bespoke systems has allowed us to tailor our retail display to accommodate new stock, and our heritage surroundings. The company's open attitude towards collaboration, and commitment to incorporating innovative engineering and lighting in their systems, encourages us to continue working with them whether in Milan, New York or at our London base."

Unibox Managing Director, Nick Wraith said: "This has been another exciting project to have worked on with the team at Tom Dixon. The projects we work together on always challenge our thought processes and resources, yet leave us feeling very proud of what we have achieved. Milan was no exception."

That such a prominent name in British design has chosen us is a ringing testimony for the versatility not only of the Unibox system, but also of the competencies of our design team."

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Counter Factory fits out sweet store at award winning garden centre

Barton Grange Garden Centre, voted best garden centre for 2013, appointed Counter Factory to manufacture, supply and fit a number of wall display units, centre display unit with a Giant GRP chocolate fountain, counters, both ambient and cooler displays. The company also took on and supplied the signage and the vinyl decals to the shop fitted units.

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compact
Retail, Hospitality & Display Lighting

Have you seen our innovative Gosport System the ideal solution for your lighting needs?

Gosport systems are available in standard and custom lengths with a range of suspension and connective accessories. The light source can include linear T5, compliant with either LG7 or louvre opal diffusing panel in both direct or direct/indirect form. It can also include a range of spot downlights in the form of LED up to 2000 lumen, Zhaga-compliant light sources are utilised in the Gosport system delivering class-leading illumination and energy saving performance. Also available in HID.

The Gosport trough lends itself perfectly for linear and rectangular arrays using a mixture of lighting sources. These troughs can be fitted in recess or suspended forms and are easy to install with our plug and play wiring system, ensuring no internal wiring is required. The suspension wires can be supplied in various lengths to suit the ceiling height. The LED and T5 versions can incorporate various control systems for dimming and daily linkage as required.

Our Gosport Systems are ideal for the retail, hospitality and the display environment providing excellent store illumination and accent lighting in a number of locations. These can be seen in retail stores, offices and many more.



Contact us:
sales@compact-lighting.co.uk
02392 658922
Check out www.compact-lighting.co.uk

What a year for GDP

It's been an exciting year for GDP, with the VM & Display Show in Islington being one of the highlights, as it was our very first exhibition in the UK. Over the three days we were delighted to meet so many new and existing clients from the industry. As a supplier of premium VM equipment, high-end retail furniture and mannequins, GDP was approached by many well known retailers who were very interested to hear about our proactive design capabilities.

In June we exhibited at the Marketing Week Live show in Olympia. With a greater focus on brands and POP, the Retail Zone attracted a high volume of buyers and specifiers looking for new ideas to promote their products in store. GDP's extensive experience across a range of retail applications allied to our impressive manufacturing capabilities proved to be a big attraction to all we met at the show. We are now busy following up with the new contacts (and some old friends) from these two shows and have already started to work on a range of projects for some of them. We are also looking at other opportunities to get the message across about what GDP can do for other potential clients. This is not limited to retailers or brands as our model also fits well with other suppliers to the industry such as Design Houses, Retail Consultants and Main Contractors. Please get in touch if you would like to learn more about how GDP may be of service.

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Matt.kimber@gdprojects.eu
www.gdprojects.eu



Fairfield acquires Annequin Displays

Fairfield Displays & Lighting has just acquired the business from Annequin Displays Ltd., which has ceased to trade.

Commenting on the move Geoffrey Fairfield said "Signware Solutions' is a comprehensive range of sign, banner and graphic holders for paper, fabric and rigid substrates. The quality products provide a huge range of options to ceiling suspend, wall fix or to create POP units from poster material and display boards. The products are top quality, yet create a truly economical solution

for the finishing touches to any display in retail stores, large supermarket environments, restaurants, and museums. We have identified that there are many opportunities for this product in the UK and overseas. The system will integrate perfectly with our existing product."

You can see the complete range at www.annequin.co.uk. E-mail sales@fairfelddisplays.co.uk or telephone 01252 812211 to get a full catalogue and inspirational images to help you with projects.



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Highly commended cabinet lighting from Universal Fibre Optics

Universal Fibre Optics are proud to introduce MetroLED, a discreet, configurable cabinet lighting solution which was highly commended at the 2012 LUX Awards.

MetroLED is a modular LED lighting system which can be assembled in countless configurations. Whether your cabinets require spotlighting, linear light washes or any combination of the two, the MetroLED system can be built to the exact specification you need.

Parts are available to allow the construction of gantry systems; vertical and horizontal light bars and fully adjustable stalk lights. And if you redesign your cabinet display, you no longer have to



redesign your lighting. The modular nature of MetroLED

means that you can reconfigure it as necessary, over and over again.

All MetroLED systems feature dual channel dimming as standard, giving you complete control over the lighting setup. Spotlight fittings are available in both narrow and wide beam options and both they and the linear track can be specified in 3000K or 4000K colour temperatures.

The plug and play design also allows for easy and cost-effective maintainability – if one LED module reaches the end of its life simply replace it with another.

MetroLED. So simple a child can build it. So useful you'll wonder how you ever managed without it.

Contact:

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e: rob@fibreopticlighting.com

w: www.fibreopticlighting.com

Movetech UK provides centre stage for Manchester's FlashMob Fashion

Movetech UK added an element of excitement to the glitz and the glamour of Manchester's FlashMob Fashion event with a unique revolving catwalk.

The three-day event took place inside the city's Manchester Arndale Shopping Centre, showcasing a range of more than 1,000 garments and items available to fashion fans for Spring/Summer 2013.

To ensure that the high-profile event caught as much attention as possible, organisers Maynineteen called in Movetech UK to provide the rotating stage, located in Exchange Court, to carry the models and dancers.

Maynineteen marketing manager Jo Prosser said: "We organise lots and lots of fashion shows and there is a pressure to do something new and different each time.

"We needed something fun, but not gimmicky, and came up with the idea of the revolving stage. It worked really well, it drew in a lot of attention and gave the show the

innovative edge we were hoping for."

It was all made possible by Movetech UK's Merlin turntable, which stands 4.5m in diameter and can carry up to 2,500kg. It earned its name from its discreet mechanisms which rotate objects 'as if by magic' and it has been specially designed to be portable – easy to assemble and doesn't require floor fixings. The Merlin turntable is even suitable for use on-the-go, and can be powered from a car's 12v battery if required. Of course, installing a large, rotating catwalk in a busy shopping centre could cause its own problems, but the Movetech UK equipment was installed in just a matter of hours, during a period when the Arndale Shopping Centre was closed to shoppers.

Jo added: "We're prohibited from setting up in shopping centres whilst they are open to the public for obvious safety reasons. Build time is limited and can be stressful but fortunately it was all very



straightforward for the team to put together and was ready in plenty of time for the show."

Movetech UK's Technical Director David Houghton said: "The FlashMob Fashion show is one of the most glamorous projects we've been involved with.

"It was a test for us as we had to ensure that the dancers on board

the turntable were perfectly safe as it operated, and we had a limited timeframe to install the equipment. These are the types of projects we enjoy tackling and the end result was really quite spectacular."

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Safety Accreditation for Oracle Storage Systems Ltd

Oracle Retail Storage Systems has been awarded accreditation from safecontractor for its commitment to achieving excellence in health and safety.

Safecontractor is a leading third party accreditation scheme which recognises very high standards in health and safety management amongst UK contractors.

The company's application for safecontractor accreditation was driven by the need for a uniform standard across the business. Director Simon Taylor commented

"Our application for safecontractor accreditation was driven by our desire to meet and exceed the highest health and safety requirements as practiced by the top

blue chip companies. Achieving this accreditation demonstrates to our clients, the importance and value we place on our cutting edge health and safety controls, procedures and performance in all our project. Our commitment to safety is now recognised by an independent body and customers wishing to contract us can be assured that we meet

stringent health and safety standards in every aspect of the business.

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HL Display introduces flexible branding platform

HL Display, the UK's leading supplier of products and solutions for merchandising and in-store communications, has launched an innovative new flexible branding platform—FLEX Plus.

FLEX Plus is a cost effective and versatile branding platform that increases product visibility, reduces the time staff spend installing and maintaining displays and provides a long-term solution that adapts in line with changing instore campaigns.

The solution consists of a robust platform, which can be adapted to any width, and a series of trays that come complete with easy glide pushers as standard. FLEX Plus is ready to install, it simply needs to be placed on shelf and fixed using magnets or tape. The trays can be easily adapted to different packaging sizes and shapes and simply need to be pulled out to refill then pushed back in again.

New products can be quickly inserted into an existing unit vastly



speeding up the amount of time it takes to complete visual merchandising updates and the front of the platform can be customized to improve brand visibility or support range segmentation.

A number of accessories are available for FLEX Plus, such as brand clips, flag holders, leaflet holders and information holders and glorifiers, all of which further enhance its ability to attract customers and drive purchases.

Mandy Webb, Marketing Manager at HL Display comments, "Competition to achieve stand out on shelf is becoming increasingly

fierce but at the same time retailers need solutions that are easy to install and manage. Longevity and flexibility are also important, as retailers look to achieve greater mileage, and therefore value for money, from their displays. FLEX Plus delivers on all counts whilst ensuring that product is also always at the shelf edge and clearly visible along with the brand, logo and key messages."

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Compact Lighting's latest innovative lighting solution the MiNA-L



MiNA-L is a range of adjustable LED Luminaires designed to deliver high quality accent lighting within the retail, hospitality and display industry. Taking the same design cues from the smaller MiNA Circle range, in its most simple form MiNA L starts as a recessed tilt-and-turn adjustable fitting. It is available in three optical variants with narrow, medium and wide distributions and features bespoke in-house designed reflectors to maximise the potential of the light source. Zhaga-compliant light sources are utilised in the MiNA-L delivering class-leading illumination and energy saving performance.

In order to deliver high light levels we have taken a mixed approach with regard to thermal management. As such, the MiNA-

L is capable of delivering 3000Lm of accent light with passive cooling and approaching 5000Lm with active cooling. In each case we have developed bespoke thermal management solutions with our industry partners to remove any doubt about product performance through life.

MiNA-L is also available as a full Gimbal design where individual and multiple light-sources are required. Recessed and pendant variants are available making the MiNA-L range a highly flexible retail, hospitality and display lighting solution.

Contact:
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Fakefood from The Silk Forest

The very scrummy range of artificial cakes, bread vegetables and fruit can fool the choosiest chocaholics, fanatical foodies and finicky healthfood freaks. New additions to the range are these fabulous Cakes. They wouldn't look out of place in a Parisian patisserie or a New York Deli.

Available in a range of colours and styles, complemented by fruits and vegetables, so authentic you can't resist checking them before you'll believe it. Guaranteed, non-fattening, calorie-free and may not be consumed as part of a calorie controlled diet! Nice and not in the least bit naughty!



Contact:
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w: www.thesilkforest.com

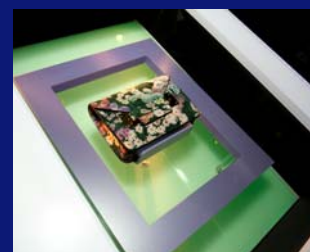
Floating acrylic frame from Plastic Formers

Plastic Formers Ltd has been supplying fabricated moulded and engineering plastics to all branches of trade and industry, since the company's inception some 55 years ago.

Over this period they have gathered together a highly competent work force, whose range of knowledge and experience is keenly attuned to client requirements, enabling us to fulfill their requirements.

In the last few weeks Plastic Formers Ltd has been working with a major high street store to design and manufacture some striking displays for their window displays.

Below is an image of a floating acrylic frame with shelf to give the impression of the bag floating, this was made from Perspex violet.



Based in Manchester in a purpose built 4000 square metre factory, they operate six Eurolaser laser machines with a capacity of 2.4M x 1.8M cutting up to 30mm thick

Other in house capabilities include:-
Screen Printing
Vacuum Forming
Laser Cutting
Plastic Fabrication
Ticketing
POP POS
Visual Merchandising

Contact Tim Wilkinson for further information:

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e: tim@plasticformers.co.uk
w: www.plasticformers.co.uk

Diary dates

25 October 2013

VM and Display Awards 2013

Grand Connaught Rooms, London

www.vmanddisplay.com

31 October 2013

Retail Week Interiors Awards

Hilton Hotel, Park Lane, London

www.retailinteriorsawards.co.uk

3 December 2013

sdea Christmas Lunch

London

www.shopdisplay.org/ChristmasLunch.html

22 January 2014

sdea Meet the Buyer

London

www.shopdisplay.org/meetthebuyer

16-20 February 2014

EuroShop

Düsseldorf, Germany

www.euroshop-tradefair.com

8-10 April 2014

VM and Display Show

Business Design Centre, London

www.vmanddisplay.com

arken P-O-P International shortlisted for POPAI Awards 2013

arken are delighted to announce that their work with Logitech and MUA has been shortlisted for the prestigious POPAI Awards 2013 taking place on Tuesday 1st October 2013.

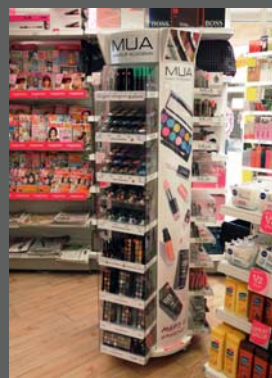
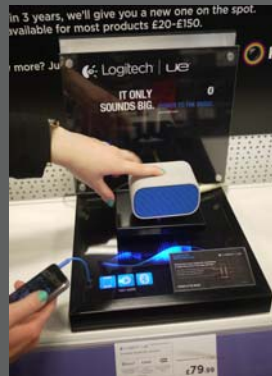
Representing the very best in creative excellence within the retail marketing industry, the full list of 2013 nominees was unveiled on the 26th June during the first day of this year's Marketing Week Live event.

This will be the seventh annual POPAI Awards evening and this year arken have been shortlisted for 2 awards; Best P-O-P in Telecommunication & Computers for their display for Logitech Ultimate Ears CTU, and Best Permanent P-O-P in Cosmetics, Health & Beauty, Hair Products & Fragrances for their MUA Rotating Unit.

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Fabric face light box the height of fashion in Mayfair

High end ladies clothing brand, Whistles, have recently opened a new flagship store on Dover Street in Mayfair, London and W&Co were privileged to be selected for the project to supply a large fabric face light box.

The brief was to produce an ultra slim (40mm) unit at 800mm x 3000mm without compromising on quality, with bright and even LED illumination. W&Co were able to deliver the unit to site within three weeks ensuring that it was installed in plenty of time for the opening of the store.

The FabriLite Slim light box with a changeable tension fabric face was supplied with a high quality full colour dye-sublimation textile print to catch the eye of shoppers and passersby. The slim design and even cool white illumination suit the brand's sleek and minimalist style, complimenting the white walls and large windows featured in this store.



W&Co are continuing to work with Whistles on exciting new store projects throughout the UK.

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Ormiston Wire Superclamps make cable adjustment easy

Ormiston Wire has launched Superclamps, an instantly adjustable, high quality micro cable fitting system for wire suspension in retail and beyond. Superclamps offer an attractive and easy-to-use method of adjusting the position of cables in any situation where instant cable adjustment is required, such as shelving, track lighting systems, picture hanging or product display.

Superclamps increase the ease and efficiency of positioning cables

because they can be adjusted without tools. By pressing the button on the clamp it can be moved up or down to a new position, where it becomes instantly locked. To aid convenience still further, Ormiston Wire has made available a wide variety of ceiling fittings and clamp attachments to ensure that the system provides a solution for every possible situation. Ormiston Wire also stocks a wide range of micro cables and wire ropes in stainless steel to cater for all cable system types.

Ormiston Wire has been manufacturing specialist wire products since 1793. Wire suspension applications form a major part of the business and Ormiston Wire supplies and manufactures specialist wire for a diverse range of uses and installations, particularly in the retail sector.

For further information, visit www.ormiston-wire.co.uk.



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