

Shoptalk

What's on offer at Retail Design Expo?

Top class speakers, the latest products, designs and services, the innovation trail and awards, along with the return of the popular student awards and a new visual merchandising initiative are just a few of the unmissable attractions at this year's event.

Taking place at London's Olympia from 9th - 10th March 2016, Retail Design Expo is doubling in size and will provide visitors with over 250 exhibitors, new products, ideas and solutions, 75+ free conference sessions, including two new theatres, a dedicated Shopper Marketing Conference and a VM Workshop.

Supported by SDEA, the event will bring together over 16,000 visitors including top retailers, marketers, visual merchandisers, designers, shopfitters and products and service providers, all under one roof for two days of inspiration, networking, learning, deal-making and exploring new business opportunities.

Co-located with its sister show RBTE, Retail Design Expo will also sit alongside Retail Digital Signage Expo, an exciting new show embracing the booming retail digital signage market.

Presentation briefings

The conference programme at Retail Design Expo promises exciting dialogues and ideas exchanges, thanks to thought-provoking panels and sessions by star-studded speakers on the industry's hottest issues. A highlight for the 2016 conference will be the Carrefour Case Study presented by Gerben Van der Lugt, Head of Indoor Positioning, Philips Lighting and Céline Martin, Directeur Modèles Commerciaux et Innovation, Carrefour. Gerben and Céline will present "Perfect Light, Precise Location - Engaging Customers Via Lighting."

"The Importance of Sustainability to the Success of Brands" will be presented by SDEA President Alan Pegram, with Pete Dawes, 4G Design and Martin Gettings, Group Sustainability Manager, Canary Wharf.

On the VM front, Paul Wilkins, Head of Visual & Store Design, will share his expertise in making the Space N.K. stores so engaging. Bringing theatre to the beauty business, Paul discusses how store layout and product promotion opportunities in these beautifully laid-out stores help sell merchandise and aid the specialist



sales. With a variety of store sizes, Paul explains how the stores facilitate the opportunity to bring the drama and seasonal change to the customer.

Retail Digital Signage is a new addition to the 2016 programme and Thomas Just Rasmussen, COO at Intersport Group Denmark will address the crucial topic of "Seamless Retail through Digital Signage."

Student Awards

The Retail Design Student Awards will be making a return to Retail Design Expo 2016. The scheme is designed to celebrate, encourage and promote the future stars of retail design with students working to live briefs from Topshop and Speedo.

A new initiative for this year is the launch of the VM Student Awards. These have been created to encourage and support new talent and to recognize students' achievements in the field of visual merchandising. Briefs have been provided by Liberty, Oasis and Browns.

Innovation Trail and Awards

The retail design, marketing and digital signage sectors will now have their own innovation trail and awards. Exhibitors will showcase their very best solutions, products and services that are shaping the way that the retail design and marketing industry will evolve. The overall winner will be announced at the Show.

SDEA will have its own award again this year where members vote for the best members' stand from among their peers.



BRINGING OUT THE BEST IN RETAIL

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New members

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

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Manufacturer of signage, display systems, name badges and facilities management supplies.

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Key2 Group offers a wide range of retail related services including acrylic display, signage, high quality graphics and large format digital print with all their services offered by their in-house manufacturing and installation team.

Stacey Europe Ltd
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Retail product security specialists, providing a wide range of options designed to secure anything from low cost items to high cost valuables such as electronics, jewellery and smart devices.

Urica Ltd
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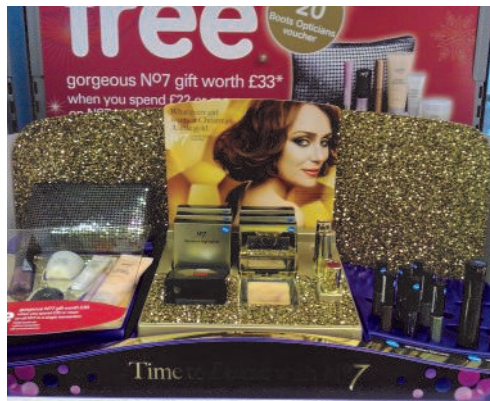
SDEA Members support

27 SDEA Members will be exhibiting at Retail Design Expo in March, several showing at a UK exhibition for the first time.

Here is a hint of what you can expect to see from some of our Members at the Show.

BBrown, stand U26

BBrown's team of specialists source backgrounds which provide stunning effects designed to add impact to any creative project. They have more than 400 products including glitter on a roll, 3D polycarbonate films and a wide range of fabrics and PVC.



B-Loony, stand R34

Balloon printer and promotional product manufacturer B-Loony will be bringing 35 years of experience to Retail Design Expo, after the company's directors were impressed by the event during their visit in 2015. The company creates bespoke printed latex and foil balloons, as well as supplying helium gas and accessories. It can provide balloon installations nationwide for brand rollouts and store openings. The group also supplies flags, bunting, banners and sashes made to order.



B-Loony will be showcasing their latest products and demonstrating how they help major high street retailers increase footfall by up to 300%.

Compact Lighting, stand F43

Compact Lighting is an agile product design and manufacturing company, delivering complete lighting solutions & services, supported by a responsive client support team.

The team will be exhibiting at this year's Retail Design Expo, displaying their energy efficient retail lighting solutions.



They will be demonstrating how differences in colour temperatures can have an effect on how your product is displayed as well as the variation in energy output of different technologies to help you make the best decision for your lighting.

Their specialist staff will be on hand to answer any questions you may have and to talk you through their new products and solutions as well as their bespoke offerings which ensure that you get exactly what you need out of your lighting.

Display Lighting, stand M3

Display Lighting will be showcasing its latest advances in retail display lighting for the first time at Retail Design Expo.

With over 16 successful years' experience in the design and manufacture of specialist lighting, the name Display Lighting has grown to be synonymous with the effective lighting of retail displays, museum showcases, jewellery cabinets and retail counters.



The company offers exceptionally high standards of customer service, in unbelievably short lead times, from its UK production facility in the market town of Altrincham, Cheshire.

The company's vast selection of cost-effective, discreet, yet powerful LED lighting systems have been designed to be simple to incorporate into all types of shop fitting systems, offering excellent CRI whilst also reducing energy-costs.

Durable UK, stand N22

Since 1920 Durable has been designing office products and is now one of largest office product manufacturers in Europe. With a presence in over 80 countries, Durable has become a pioneer in developing supplies for office and retail environments

Retail Design Expo

and prides itself on offering innovative, high quality and design-led products.



Durable will launch its new Duraframe® Poster Sun display solution at Retail Design Expo. Visitors to stand N22 will be able to discover the extensive range of Duraframe® products and how this innovative visual merchandising solution can be applied throughout a retail store.

Fairfield Displays & Lighting, stand G1

Fairfield is a specialist in using light and movement as an integral part of the display that will draw customers to your products and sales messages.



They use the very latest energy saving materials and techniques to enhance the customer experience. Fairfield is a highly experienced company, with over 35 years of experience working with large and small retailers throughout the

UK and the rest of the world. Fairfield is an award winning company with a proven track record.

Formica Group, stand Q3

Formica Group, the original inventor of laminate, will showcase award-winning, design-led decors from its new Collection. The stand (Q3) will feature a selection of 113 new designs, including Concrete Formwood from the TrueScale range mimicking authentic materials, and innovative



textures such as the red dot award-winning Plex™. Also exhibited will be the versatile and customisable ColorCore® range, as well as bespoke designs created using the Younique® laminate service. Providing beautiful and functional surfaces, the new Formica® Collection suits all requirements of

retail design, where practicality, durability, high-end and long-term visual appearance is key.

Geaves Surfaces, stand F1

You should never underestimate the power of texture in any interior scheme, regardless of its purpose and the latest design trends are no exception. With this in mind, Geaves Surfaces are launching Pure Soft Touch at this year's Retail Design Expo.



Pure Soft Touch is a brand new product that delivers a superior super-matt finish. Available in 10 contemporary solid colours, there is an option to compliment every possible scheme. Warm and soft to the touch, this innovative matt surface solution gives a stunning contemporary visual effect in any interior, whether commercial or domestic.

Ultima Displays, stand H22

Ultima Retail, part of Ultima Displays, is proud to announce it's inaugural attendance to The Retail Design Expo.



Come and meet Andy Elliott and Lawrence McCall who will talk to you about how they can support you with dedicated products and exceptional services for the retail sector.

See their memorable display solutions and print, at their unconventionally-shaped stand H22 in the West Hall!

Unibox, stand G31

For over 25 years Unibox has created brilliant retail, stunning exhibition and intelligent graphic display systems. The Unibox stand will be filled with products and demonstrations showing off their extensive capabilities and skill.

Unibox's stand will include the Lux Award winning KONTAKT system; the movable shelf which illuminates the moment it's put in place, with no wires or connectors it removes the need for electrical specialists. NEONIST signage; Unibox's LED alternative to the older fragile technology. The stand will be finished with an amazing display of precision-engineered aluminium framed LIGHTBOXES, plus a few surprises and product unveilings for its visitors.

RETAIL DESIGN EXPO

9-10 MARCH 2016
OLYMPIA LONDON

SDEA Members at RDE

Advance International, H61
Arken, R24 and U14
BBrown, U26
B-Loony, R34
CJ Retail Solutions, F40
Compact Lighting, F43
Display by Design, G75
Display Lighting, M3
Durable UK, N22
DZD, S10
Fairfield Displays & Lighting, G1
Formica Group, Q3
Foxbarn, F63
Geaves Surfaces, F1
Global Display, E40
Magrini UK, M22
Noble Gift Packaging, F32
POS Warehouse, J62
Quadrant 2 Design, J61
SignFab (UK), F82
Sodem Systems, V16
Stylo, F50
The Retail Factory, P16
The Silk Forest, N20
TradeLines, H62
Ultima Displays, H22
Unibox, G31



The LED light panel has evolved



As a company that designs and manufactures products Mid West Displays are constantly looking for new products that will WOW you, and in turn, WOW your customers!

They listen to their clients' needs and strive to meet them. In a time where LED illuminated poster

displays are becoming the norm, what is the next step for this product?

Clients are looking to move away from the regimented grid type layout that often comes hand in hand with LED Light Panels due to their cable or rod mounting systems.

Attempts to make them look more staggered can work well from the front but leaves rods overlapping your graphics from the inside, which is just a shame when these products are designed to look equally stunning from the inside.

The new Puzzle range of multi

pocket LED poster displays allows you to combine different paper sizes and orientations on the same set of cables.

This is Mid West's most diverse range of panels to date, the staggered pockets allow for more client specific branding than ever before, such as different coloured pockets on the same panel and bespoke spaces created in the acrylic edge to suit any style of logo.

Each of these panels are designed and built for you at their factory in the Midlands.

It's bespoke at a great price because they have the manufacturing skills and know-how to produce them directly for you.

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Freedom London Makeup launched instore

New pro makeup brand, Freedom Makeup London, has enlisted the help of UK retail display and POP agency, arken P-O-P International, to support its UK retail launch.

arken P-O-P International were chosen to support the retail launch having previously been engaged to develop the in-store presence for sister brand, Makeup Revolution.

The new makeup brand was first unveiled as an online-only brand last summer – launching with the campaign hashtag #freedomiscoming. Offering professional quality makeup at an affordable price, it bridges the gap between high-end and the high street.

The key strength of the new arken P-O-P International design retail display is its focus on achieving clear product segmentation – including a dedicated Brow Studio feature shelf – to present the brand's strong product mix in the most effective way possible, to aid ease-of-shop for customers in-store.

The retail displays can now be seen



in 220 Superdrug stores across the UK, with a range of in-fixture bay, freestanding and POD displays having been created. Early in-store sales have been strong.

A phase two evolution of the current retail display design is due to be launched into stores early in 2016, which will see the brand's presence within Superdrug quickly expand.

Nathalie Lawrence, account director for health & beauty at arken P-O-P International, said: "The Freedom range looks at cosmetics in a different way to other brands, which required a fresh perspective on our part, when it came to merchandising the range.

"Helping Freedom Makeup London to engage shoppers and grow the brand in-store is our priority. Our extensive knowledge of promoting health & beauty within the retail space gives this exciting new brand the best possible chance to stand out in what is a highly competitive sector."

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Sign & Digital UK reports 33% increase in size



Sign & Digital UK returns delivering a wide spectrum of creativity, inspiration and choice

Sign & Digital UK, the country's leading trade exhibition for the sign making, display solutions and digital printing industry, returns in 2016 with the theme 'Delivering a wide spectrum of Creativity, Inspiration and Choice'. The show has nearly 30 years serving the industry and has seen impressive growth in that time, with organisers reporting a 33% increase in size since 2013.

Running from 19 to 21 April 2016, the show is an opportunity to see the latest technologies, products and services from top industry suppliers, as well as meet technical staff from suppliers who can explain how to generate new business. The show is on target to be at least 10% bigger than the 2015 event, and expects to welcome 200 exhibitors and more than 7,000 visitors. It will be supported by a diverse range of visitor trails and an extensive, free-to-attend seminar programme, featuring theatres and workshops packed with practical advice and business tips.

Rudi Blackett, event director for Sign & Digital UK said: "In this fast paced market, creativity and inspiration are key ingredients that drive the industry forward and making the right choice from the wide range of products on offer at SDUK will help to keep your business competitive".

To find out more about new technology and products on show at Sign & Digital UK, visit the website: www.signanddigitaluk.com



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Jacques Vert opens at Birmingham Grand Central

Contemporary elegance is the essence of this new brand flagship combining modern clean lines with soft shades, fabrics and touch points.

Presenting an open and inviting window which invites customers into a bright and airy space, utilising ambient lighting inspired by boutique hotels.

Slimline store fixtures ensure merchandise takes pride of place, which when combined with subtle textures and fabrics introduces a level of luxury to the brand environment.

Designed by the creative team at Global Display, the hotel ambiance continues into the fitting rooms and cash desk, with a sleek restrained concept both inviting and functional in its application.

Completing the interior concept fabric covered head and neck forms by Global Display's London mannequin studio provide a complimentary accessory display for those final touches.

Global Display are leaders in creating contemporary retail interiors, with a cohesive approach incorporating retail design, fixtures & fittings, mannequins and visual merchandising.

Locations in the UK, South Africa, Australia and China ensure a truly global approach to providing award winning retail supply solutions for brand led retailers.

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URICA offers SDEA Members a free anonymous supply chain and customer credit review

SDEA Member Benefit partner URICA offers a debt-free cash flow solution for SMEs funded by The British Business Bank and RSA, designed to improve cash flow for suppliers and customers. The URICA solution is fundamentally **different** to traditional forms of debt-based invoice finance, **requiring no security or personal guarantees** from either party, and

can also be used for exports. URICA offers a completely unique financing solution.

URICA does this by credit insuring every invoice paid early so that you, the supplier, have no further credit risk and no associated debt. URICA early payment is therefore treated like outright customer settlement,

strengthening your balance sheet.

Offer: Protect your business by identifying financially weak customers with poor balance sheets and where financial problems might exist in your supply chain (here in the UK and overseas). Contact URICA today on 0207 193 7616 with member code SDEA260570. Or

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ON BETTER TERMS.
URICA**

email them at info@urica.com or visit www.urica.com for more details.

Low-cost promotions boost footfall for Poundland stores



The events team at B-Loony have been working closely with Poundland to boost awareness of their nationwide store openings with the supply and installation of printed balloons, decorations and low-cost promotional giveaways.

With Poundland's recent acquisition of the 99p Stores brand for £55m, adding 250 new stores to their already impressive portfolio of over 640, comes the big task of organising a re-brand and store opening for each outlet.

B-Loony's experienced decorating team manage the installation of balloon arches and balloon columns outside of each store in the early hours of the morning, ready for opening day, which alone is reported to increase footfall by up to 300%.

To maximise the impact of each opening event, Poundland use B-Loony's custom printed balloons and hand waving flags to give away to the public, ultimately spreading



brand awareness along the high-street.

In-store, staff wear printed sashes carrying the Poundland logo, bespoke bunting decorates the aisles, and printed helium balloons promote deals at point of sale.

All that's left is booking a high profile figure to cut the branded store opening ribbon for that classic photo!

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SDEA Members enjoyed a Christmas Lunch in the cellars at Westminster Abbey



Game launches new concept at Trafford Centre



Unibox were approached by GAME to assist with the launch of their new store concept at Manchester's Trafford Centre. The new concept required large freestanding displays, combined with integrated feature cabinets.

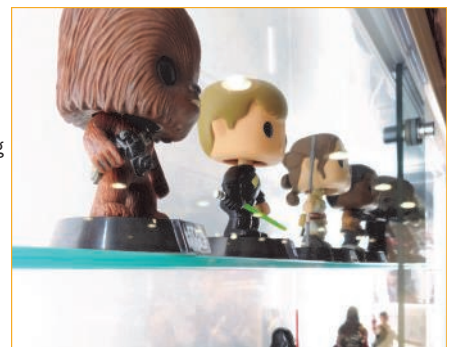
Bespoke black powder coated showcases were created featuring integrated LED lighting for product display, and illuminated header panels to maximise exposure within the store. These showcases were created using 32mm aluminium profile, providing a distinct designer framework clear.

Lower profile cabinets were required for the new feature displays, to be integrated within the current display maximising cross-selling opportunities of the new TV/Movie/Gaming merchandise line. Wall-mounted cabinets of white powder coated profile were specifically chosen to accent the merchandising panels to

which the display was to be fixed, combined with LED linear lights within the cabinets themselves.

These systems created a complete display solution for the VM team; it was unveiled at the VIP opening and was an incredible success with first night figures smashing all targets.

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DIARY DATES

9-10 March 2016
Retail Design Expo
Olympia, London
www.retaildesignexpo.com

23-25 March 2016
GlobalShop
Las Vegas, USA
www.globalshop.org

6 April 2016
SDEA AGM and Presentation
London
www.shopdisplay.org

19-21 April 2016
Sign & Digital UK
NEC, Birmingham
www.signanddigitaluk.com

20-21 April 2016
VM & Display Show
Business Design Centre, London
www.vmanddisplay.com

23-26 May 2016
Retailspace at Index
World Trade Centre, Dubai
www.workspace-index.com/retailspace

Glencourt expands into South East Asia

Glencourt Associates, the retail interiors specialist recruitment consultancy, have expanded their operational area to include SE Asia.

Glencourt has appointed an associate who is an executive recruiter with offices in both Shanghai and Singapore. Glencourt is therefore now able to offer client companies with a local recruitment service throughout the UK, northern Europe and now SE Asia. The Shanghai and Singapore offices main executive recruitment strengths encompass manufacturing, procurement, finance, operations and general management.

Bob Garton, Glencourt's Managing Director stated "With so many of our client companies either establishing manufacturing or procurement



operations in the region, with others also setting up subsidiaries to service the local market, it is a logical progression to be able to offer our clients a local service in Asia which is run by a highly experienced and professional executive recruiter".

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www.glencourt.co.uk

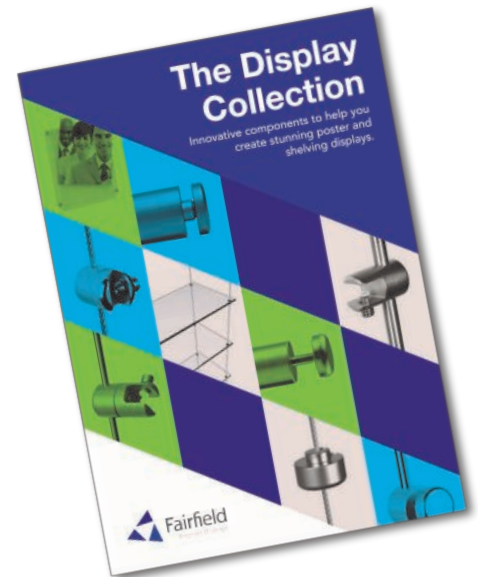
New 'Display Collection' brochure from Fairfield

Fairfield have created a brand new brochure for 'The Cable and Rod System', called 'The Display Collection'.

This brochure is packed with really useful information and you can download your copy from www.fairfielddisplays.co.uk

This brochure will give you all the technical information you need for the largest range of cable and rod systems on the market and they are all available to order online now.

Call now on 01252 757 509 to tell Fairfield about your next project.



New website from Display Developments

Display Developments have recently launched a new website, www.ddplasticfabrication.co.uk, designed specifically to promote the large project and bespoke fabrication aspect of the business.

With over 50 years of experience in plastic manufacturing and a 40,000 sq ft purpose built factory, Display Developments can deliver on all sizes of project. In addition, recent investment in a new CNC Router, Laser Cutting and Digital Printing machines have further expanded their capability.

The business mantra is very much "if it can be made from a sheet of plastic we can do it". They aim to provide a very much service focused and solutions led approach to all their customers.

Contact:
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Free screens on printed foil balloon from B-Loony

B-Loony are currently offering free screens on all new orders of printed foil balloons. The offer is valid on all orders placed on or before the 29th February 2016 when quoting offer code FREESCREEN-SDEA at time of order.

Printed foil balloons are perfect for drawing attention to in-store promotions or advertising at Point of Sale.

Not used balloons for your shop displays before? Give B-Loony a call today to find out how promotional balloons can increase footfall and raise brand awareness for your business.

Offer code: FREESCREEN-SDEA
Promotion Ends: 29/02/2016

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