



PRESS INFORMATION

Release immediate:

Ref: AMS 10/003

AMS RETAIL INTERIOR SOLUTIONS - RIGHT AT THE CENTRE OF HUB

When the time came for HUB to develop their exciting retail concept into reality, for their first store opening in Telford, they turned to AMS, the retail interior solutions provider and display specialist.

A 'next generation retailer' HUB, under the guidance of former Poundland co-founder and retail entrepreneur Dave Dodd, identified a rare gap in the market to provide a fresh looking, spacious, innovative retail store that had been missing from the High Street.

The challenge was to develop a unique, mid-market variety concept bringing quality products at affordable prices. To enable a multi-store rollout, HUB needed a company with the capability to facilitate volume manufacture of display equipment, but one that also had the design capability, individual feel and empathy for the new brand.

Not only did AMS meet all the requirements but they also played a large design and development role to extremely tight deadlines, while keeping within the projected budget.

With a broad spread of products to accommodate including: confectionery, electricals, fashion accessories, gadgets, greeting cards, hardware, houseware, stationery, toys, etc., there were many challenges in developing the varied display systems, while still maintaining the original concept of, 'a light and airy environment that shoppers feel comfortable with'.

"That's where we have excelled with HUB," explained David Hyde, AMS Group Sales & Marketing Director. "There were many twists and turns along the way as is often the case with a new concept. Throughout the process we were extremely reactive, almost evolving the brand with a living brief, but always with an eye on the long term deliverables from a space and cost perspective."

Turning initial design concepts into reality called for close, almost daily liaison with the customer throughout the project. AMS worked to extremely tight deadline to ensure the pilot scheme was ready on time and completely to the customer's requirements. For example, numerous mock-ups were produced to make sure that everything was exactly right for the Telford store opening, so vital to the overall success of the brand.

"Our experience in retail interior design and fulfilment allowed us to meet all the requirements of the HUB concept. By keeping a modular, but individual style formula we were able to produce systems that ideally displayed HUB's merchandise, while handling their stock requirements to best achieve in-store product availability."

The opening success of the first store in Telford met all the expectations of the company, particularly in terms of customer footfall. Customer feedback too was extremely positive, from the design and store layout through to the product mix and placement.

Explained HUB's Dave Dodd, "HUB is all about offering a choice of value, quality products in a comfortable and easy environment that is not offered anywhere else on the High Street. With the opening success of Telford it would appear we have that mix exactly right, something we strongly believed all along."

Now, the strategy is to open a string of HUB outlets throughout the country first of these was the successful opening of an even larger flagship store in the Manchester Arndale Shopping Centre. More exciting developments are planned for the New Year, as the rollout continues.

"AMS have proved themselves to be a great choice of shopfitting partner," added Dave Dodd. "They have demonstrated the qualities that HUB needs and looks for – flexibility, speed, creativity and a focus on providing the results we aspire to, at a price that makes it viable.

"I have been very impressed with the performance of AMS when asked to work to very challenging timetables. Efficiency and great service – Well done all at AMS!"

For further information on AMS visit www.ams-group.co.uk.

-ends-

Caption: The new HUB retail store in Telford fitted out by AMS.

Issued by:

NC Creative Group
51 Station Road
Solihull
West Midlands
B91 3RT
Tel: 0121 711 6510
Fax: 0121 711 6511
Contact: Terry Forsythe
media@nccreativegroup.com

On behalf of:

AMS Group
20/21 Padgets Lane
South Moons Moat
Redditch
Worcestershire
B98 0RA
Tel: 01527 517171
Fax: 01527 510002
www.ams-group.co.uk