

Bespoke Retail Display for Local Estate Agents

Background

This bespoke design project was for an estate agency who initially wanted signage and a display system for their shop windows. We were engaged to come up with a design for the leaflet / information holders which would stand out to potential customers therefore maximising the potential that the shop windows offered. This client wanted something different as part of this shops launch but had a very specific budget in mind.

“The shop window displays that JC Metalworks designed and fabricated for us are fantastic. We had an idea of what we wanted to achieve and from a simple sketch their designer worked with us to produce displays that we are really proud to have in our window. Nothing was too much trouble. Their dedication and insight was invaluable.”

Andrew Huntley, Director, Huntleys.

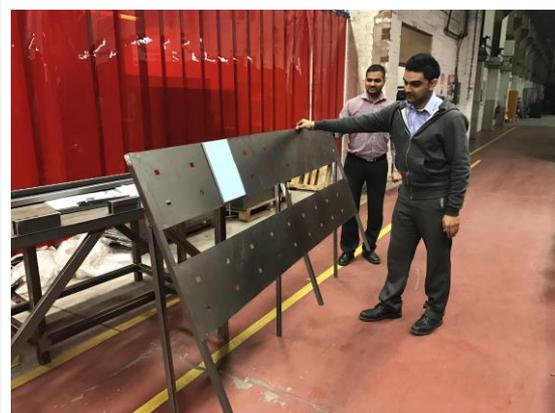
Challenge

We know from the outset that we had an important store opening date to hit and nothing could be allowed to slip.

Solution

We designed a solution which was aesthetically pleasing – which was critical due to this being a window display and therefore not only an extension of this clients brand but also a product with a very specific practical purpose.

We created the piece from sheet metal and tube components which were cut, folded and painted – all key capabilities at JC Metalworks.



CASE STUDY

Results

This project is a good example of how we applied our design and creative skills to meet a brief from a client. We engineered this piece to be as cost effective as possible but without compromising on the aesthetics and robust finish needed for this type of display, and everything was installed in good time for the opening.

“The final product arrived both on time and on budget. We could not have asked for a better finish or quality.

“We are happy and confident to recommend JC Metalworks to anyone.”

Andrew Huntley, Director, Huntleys.

