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kleerex

# shelftalk

**Issue 7**  
February 2008

[www.kleerex.com](http://www.kleerex.com)

FEATURE ARTICLE:

## EUROSHOP

What can you expect in 2008?

**FEATURES:**

BOOTS • THE CO-OPERATIVE GROUP  
HOMEBASE • M&S • SAINSBURY'S  
TESCO • VODAFONE

**Win a Nintendo DS Lite  
plus a game**



## Issue 7

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It's hard to believe it's three years since EuroShop 2005 and all those long days and nights. Here we go again!

Kleerex have moved our business on significantly in that time period with sales having doubled and with a much wider offer to our customers.

We are bringing our enhanced business offer under the umbrella, Retail Services Group, and this is being launched at EuroShop 2008.

Our offer now ranges from fixtures & displays, to installation, merchandising, interior fit-out as well as bundling and retail project management services for new stores and refits.

Finally I hope you enjoy the show if attending and we'll look forward to seeing you there!

Michael Ryan  
Chief Executive

## Kleerex broaden service offer

Kleerex has recently acquired two shopfitting businesses, which further broaden the scope of our service offer.

Based in Swindon, Profile Shopfitting has been in operation since 1997 and provide all aspects of the retail interior fit-out, delivering store openings from initial concepts through to full shop fit-out. Employing over 40 people, their customers include Lloyd's Pharmacy, Rowland's Pharmacy, Ralph Lauren, Bosch and Alliance Boots.

Featureline Limited, based in Dublin, specialise in creating retail environments which excite retailers. With key expertise in bespoke counter manufacture and installation coupled with an extensive knowledge of retail merchandising systems, they consistently deliver innovative and customised shopfitting solutions to the pharmacy and retail sectors.

The skill-sets of these companies enhance our offer, and coupled with our other specialist services allow us to provide a true single source solution for our customers.



Top to bottom: Profile Shopfitting and Featureline Ltd.

## Subscribe

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## World record breakers

Last November Kleerex sponsored two wobble boards in a world record breaking attempt in aid of BBC's Children in Need. To help set a new record we had to wobble our boards for a minimum of five minutes to Rolf Harris' Tie Me Kangaroo Down, Sport. We joined forces with Boots to form an ensemble of 512 people, smashing the previous record of 359 set earlier in the year and raising £40,000 in the process.



Left to right: Amanda, Hannah, Julian and Rob from our Boots team.

## Refurbishment for Vodafone stores

Kleerex are refurbishing the stores of Vodafone accredited agents in Ireland in order to improve the customers' shopping experience and demonstrate the extensive range of handsets currently available.

We design, manufacture and install all store furniture whilst also providing project management services for the shopfitting and interior fit-out, including electrical and lighting work, carpentry, printing, flooring and ceiling installation.



## Kleerex work on store redevelopment



Kleerex recently supplied equipment for the redevelopment of Sainsbury's in London Colney. We manufactured displays for health & beauty, general

merchandise, fresh food counters and groceries, including two unique units for premium health & beauty ranges (pictured above).

## New Tesco deli concepts

Kleerex worked with Tesco to develop new deli concepts for their upmarket stores. Following a successful trial, equipment is now being rolled out to all stores involved in their upmarket development programme. The merchandising kit consists of base panels, plinths, tiered steps and sloping shelves.



## Competition

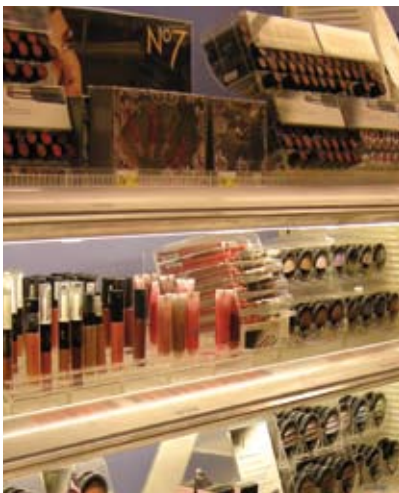
We're giving away a Nintendo DS Lite plus a game and you have a chance to win it by answering the following question correctly: How many people joined forces to set a new world record for Children in Need?

To enter, please email your answer to [stuart.belsey@kleerex.co.uk](mailto:stuart.belsey@kleerex.co.uk) along with your name and address.

Closing date: 14 March 2008. Not open to employees of the Kleerex Group or members of their family.

## Boots Retail International going strong

Our initial work with Boots Retail International involved the development of cosmetic merchandise systems for Boots' own-brand products to 2,500 stores across three major US and Canadian retailers. A year later we have now updated these displays and supplied equipment for a further 250 stores.



## Kleerex on board with M&S



Kleerex recently celebrated the successful completion of a major installation project with Marks & Spencer, the refurbishment of the Orpington store in Kent. We installed all fixtures

and fittings, including equipment on the perimeter walls, pillars, tills, changing rooms and freestanding equipment. The project was completed in ten weeks.

## Flowers for every occasion

This flower stand was designed for The Co-operative Group to be easily adaptable to suit individual store requirements and to cater for seasonal demands. It can house either one, two or three separate tiers, accommodating between four and twelve flower pots. A handy compartment located at the base allows for easy storage of components not being used.



# What's in store at EuroShop in 2008?

This year is tipped to be bigger than ever for EuroShop. So what can you expect?

**Hannah Booth** reports

If you had to pick one reason why the world's retail specialists will convene this month in Dusseldorf for EuroShop 2008, it's to find out where retail is heading next. According to the organisers, the show has grown since it was last staged three years ago: it now has over 1,800 exhibitors, from a broader range of countries, and more than 100,000msq of exhibition space. Visitor numbers expect to be up considerably on the 91,000 in 2005, possibly passing into six figures.

What can visitors expect? The focus on four core elements remains: shop interiors (fitting, furnishings, store design and more), called Euroconcept; visual marketing, under the heading EuroSales; in-store technology,

**Exhibitors hail from around 50 countries worldwide, from Moscow to Brisbane, Cairo to Hong Kong.**

called EuroCIS; and exhibition stand construction and events, under the banner EuroExpo.

But the world has changed since 2005. First, innovation in technology and materials has developed apace since the last show. Second, retailers are becoming ever more sophisticated and creative in an increasingly competitive market. And third, the environment is becoming more of a concern within the industry.

In terms of technological innovation, the growth in digital signage is such that, this year, organisers have created a section dedicated to digital in-store media, the Digital Signage Plaza. "Digital in-store media has made major inroads into retail," says Cornelia Jokisch, Press Officer for Messe Dusseldorf. Here, more than 20 international exhibitors will present an overview of the latest developments.

Elsewhere, EuroShop is "expanding its expertise in the field of design," says Jokisch, signalling a more creative bent to the expo. Since 2005, ever more sophisticated materials and design solutions have appeared on the market. To reflect this, 'Materialzone' is a

new section dedicated to innovative materials and manufacturing processes, debuting at this year's EuroShop in Hall 7. It will focus on emotion, safety, functionality and, of course, sustainability — aimed at retail professionals as well as architects and interior designers. The EuroShop Designer Village returns in a space twice as large as 2005 including, for the first time, retail designers as well as architects. UK representatives include retail specialists Dalziel & Pow and Campbell Rigg Design. Lighting is "a big theme" this year, and for the first time covers a complete hall within EuroShop, Hall 11. Although the show has no dedicated sustainable section, exhibitors are taking the environment on board. "Energy reduction and environmental protection are top priorities, particularly in the refrigeration sector," says Jokisch.

EuroShop 2008 will have a more international feel than 2005. "There is significant growth in participants from abroad this year," she says. Exhibitors hail from around 50 countries worldwide, from Moscow to Brisbane, Cairo to Hong Kong. Fittingly for a German show, a large proportion are German (and for the first time, the German Council of Shopping Centres will be staging two discussion forums), but the UK and Ireland have a strong representation — around 6%, according to the organisers. Amongst these you will find Kleerex Group in Hall 14, promoting some exciting new developments within the organisation.

A highlight of Euroshop promises to be the many fringe congresses, discussion panels, workshops and forums, designed to provide more detailed insight into cur-

rent topics — not to mention light relief from the main show. A self-styled 'Time Walk' will showcase the history of promotional design in shop windows; architects and retail experts will be setting out trends in retail design in the Retail Design Conference; and, on 26 February, a POP conference examines new research, case studies and trends in the marketing sector. There is also a technology congress, aimed at those in the IT sector, called Retail Technology Days Europe.

The show is a chance to see what competitors are doing, and where retail is heading. "I'm hoping to see what other countries are up to in terms of sustainability," says Tesco environmental design manager, Lorraine Ware, who is visiting for the first time this year. "But it's a broad exhibition so I'll be



**Around 100,000 visitors from across the globe are expected to explore EuroShop's 15 halls this year.**

looking at all other areas." But as much as anything, Euroshop is an all-important industry social gathering, where contacts and relationships are forged.

*Hannah Booth is a writer for the Guardian.*

**WIN A NINTENDO DS LITE**  
See page 3.

## The best Christmas ever

Kleerex have successfully delivered Christmas into 1,500 Boots stores for the sixth year running. The focus for Christmas 2007 was to make the equipment more straightforward for stores to implement.

We supplied and kitted all seasonal display inventory over 37 categories, equating to 2,400 pallets and 2,200 roll cages, all of which were collated with show material into store-friendly consignments and delivered direct to stores within agreed timeslots.



**We're dedicated to helping the environment. That's why this newsletter is printed on chlorine-free, recycled paper.**

## New catalogue aids pharmacies

In conjunction with UniChem, Kleerex have produced a new sales tool catalogue to service 6,000 independent pharmacies. The 'Your Portfolio 2' catalogue enables pharmacists to access equipment to support their merchandising and business needs at business rates. Kleerex supply the display aids equipment and manage the warehousing, ordering and delivery of all items including third party ones.



## New till units unify stores



The Co-operative Group required check-out units that would drive key impulse sales and be versatile enough to service all store formats. We designed and produced two units capable of merchandising different product ranges. Each unit comprises of two parts that can be used together or independently to display items such as magazines, chewing gum, drinks, snacks, flowers and high value products such as batteries, razor blades and medicinal products.

### Get in touch.

Do you have any questions or comments about Shelftalk? If so, we would love to hear from you. To contact the editor, call 01279 406362 or email [stuart.belsey@kleerex.co.uk](mailto:stuart.belsey@kleerex.co.uk).

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