



CASE STUDY:
NEWS UK STORE
BRANDING PROJECT

350 STORES ACROSS THE UK, COMPLETED IN 6 WEEKS

News UK mounted a major campaign last year to help Britain's independent newsagents boost their sales of its newspapers, including The Sun, The Times and The Sunday Times titles.

Contacting newsagents across the UK with the offer to brighten up their shop displays and shop fronts with branded awnings and canopies.

SOURCING

SURVEYING

INSTALL

THE PROJECT

Source, Survey and Install over 500 branded awnings and canopies to 350+ stores across the UK.

Refurbishment of electrical equipment where motorised awnings or lighting.

All delivered to a very challenging schedule of 6 weeks.



SOURCE, DESIGN, SURVEY AND INSTALLATION



DELIVERING ON TIME, ON BUDGET



END TO END PROJECT MANAGEMENT

35

35+ YEARS EXPERIENCE IN COMMERCIAL PROJECTS



"We set ourselves and Kaydee an extremely tough challenge and everyone delivered on this huge undertaking. 8,000 more independent retailers will now benefit from the power of the world-famous brands of The Sun and The Times, drawing trade and boosting their revenue."

Director of Retail Sales, News UK

THE CHALLENGE

The main challenge was the quick turn around time for a job of this scale.

The project required getting in contact with the newsagents to schedule multiple site visits to each store for initial surveys / measurements and then for the final install.

The maximum size for the aluminium framed awnings was 7000mm wide. Stores with a wider area would require more than one awning.

Other complications include the challenge of installing on busy UK high streets, prioritising safety and efficiency and managing any issues that occur on site.

The logistical challenge of delivering to over 350 sites all across the UK was significant. The project required an experienced management and install team to deliver a project of this nature in the time scale required.

DELIVERING THE PROJECT



“Our install team pulled out all the stops to complete this contract under challenging circumstances. Remove and refit awnings and canopies to shop fronts on the busy high streets is a challenge, but our teams managed to accomplish the work on time and on budget”

Roy South, Director KaydeeSayfa

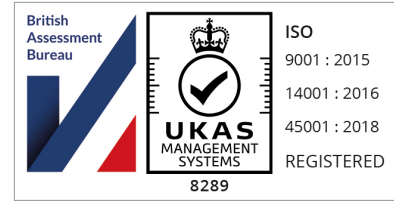
KaydeeSayfa visited each site to complete surveys and get technical and size requirements for the awnings - our team of surveyors visiting sites across the UK.

With information on type size and quantity we sourced the product from our global supply chain partnerships - which gave us the best value and delivery times allowing us to stick to tight deadlines. Awnings of various sizes were made from PVC and branded with either The Sun or The Times logos.

Project management was an essential element as we designed a schedule to install a large number of awnings across multiple locations in the most efficient way possible.

Our install teams were mobilised quickly with the tools and expertise to manage challenges on site - removing any existing canopies, refurbishing any lighting or motorised components and fitting the new branded awnings.

Find out more about ‘Special Projects’ on our website.



ACCREDITATIONS AND AFFILIATIONS

GET IN TOUCH

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