

# Press Release



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July 2004

## **Beauchamp Design expands operation with new Flexi-shop division**

Beauchamp Design specialists in the design and manufacture of bespoke retail display solutions has announced the expansion of its Long Eaton based HQ with the addition of its new Flexi-shop division.

Flexi-Shop offers an exclusive range of Retail Merchandising Units (RMU) and sales kiosks, to shopping malls, leisure centres and service stations nationwide.

Designed to provide a stylish and practical solution for independent retailers based in a host centre. Each unit is individually tailored to specific retail demands and finished to blend seamlessly into any environment.

Providing an innovative solution to maximise redundant space, every RMU is individually designed to convey a brand identity or sales message.

The Flexi-Shop team, headed by Edward Wilkinson, works with you from the initial planning stages, auditing the layout and usage of the available space and oversees the project from its inception to the final installation on-site.

Moving into its third decade Beauchamp Design has set a precedent for quality and innovation amongst commercial and independent retailers. The addition of Flexi-Shop underlines the company's commitment to providing advanced solutions for contemporary retail needs.

Beauchamp Design's Managing Director, Bruce Beauchamp explained:

" Flexi-Shop has evolved as a natural progression for the business, enabling us to offer a very valuable service in the UK. We have the design expertise and manufacturing capability to provide an unparalleled service, which has been developed and proven for 20 years."

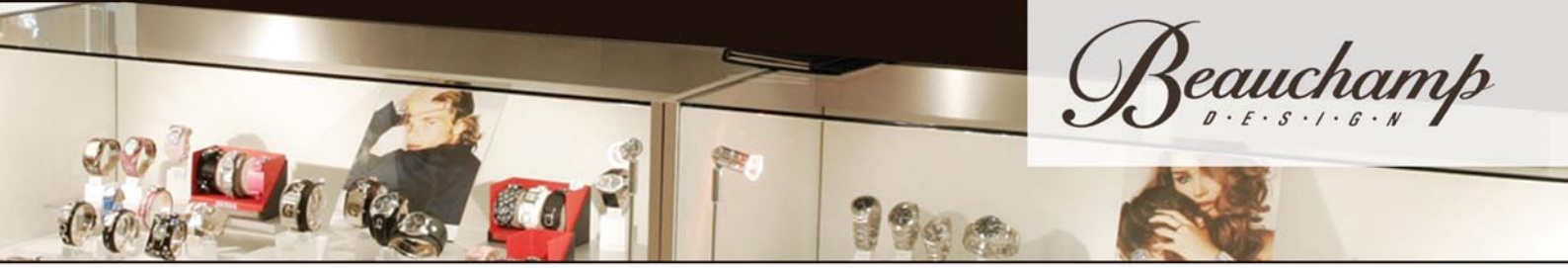
Successfully installed into Standard Life's prestigious chain of shopping malls in the UK, Flexi-Shop designs are being deployed in Churchill Square – Brighton, The Marlowes – Hemel Hempstead and Centre Court – Wimbledon, where a variety of retailers are benefiting from Beauchamp Design's Flexi-Shop solutions. These include Hannah Jewellery, Speyside Jewellery, Corioliss and Fine English Trader. In each case the RMU's have maximised available space and helped augment profits, whilst offering an aesthetic retail environment for traders and shoppers alike.

Cont.

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Standard Life's Marketing Manager, Peter Beard, commented:

" We are now able to offer a mall based retail environment similar to that seen in leading Department Stores – where a number of retailers are presented in a distinct, yet complementary way. We are delighted to have been the first to adopt such a design ideal and look forward to working with the Beauchamp Design team as we develop our mall operations throughout 2004."

Beauchamp Design is looking forward to building on the initial positive reaction to Flexi-Shop, serving a range of clients from its Nottinghamshire based HQ.

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