

In brief...

TPS Visual Communications has developed a new environmentally friendly external signage system for retail developments. The company has developed the Eco-Adlite graphic light box/street furniture in conjunction with product design agency Kiwi and Pom, and inventor Rupert Sweet-Escott, who won investment on the BBC programme *Dragons Den* in 2009. The product is designed as a standalone unit that generates all of its own power to operate the low-voltage, low-wattage LED illumination, without sacrificing brightness. The product has already received interest from some major high street retailers. TPS Communications tells *Retail Focus*.

Dorchester-based general merchandise store *Wellworths* is using the Immediate Impact hosted signage solution from *Episys* to help it produce effective, low-cost professional signage. The store opened in March 2009 on the site of an old *Woolworths* store by Claire Robertson, who previously managed the *Woolworths* branch. 'It's crucial to our business that we have good signage in our store, to ensure consistent communications with our customers,' says Robertson. With Immediate Impact, users can create and print professional signage in minutes and, according to *Episys*, investment in the system is kept to a minimum with a 'pay per use' mechanism that only charges for the signage printed.

IT solution provider *PXtech* won the contract towards the end of last year to supply a complete scalable EPoS solution to the new *SNOG Pure Frozen Yoghurt* chain. *PXtech* will initially provide the retailer's South Kensington, Westfield London and Soho shops with EPoS, CCTV, and schedule and payment systems, all with a 24/7 support facility to allow real-time monitoring of POS data. The company will go on to provide this package for all new *SNOG* stores, as the destination brand continues its rollout of UK shops and launches its franchises in Brazil and the Middle East.



Pineapple opens flagship

Pineapple opened its new flagship store on Langley Street in London's Covent Garden towards the end of last year. The 160 sq m store, designed by Barber Design, forms part of an extensive new retail development for the area. Barber Design has taken the brand's history, which spans 30 years, and used it to inform the new store, which puts dance, the heritage of the brand and the dance studio experience back at the core of the offer. Using elements such as dance rails, brick walls and mirror panels, the store is intended to create a brand-focused backdrop for the core product of dancewear and give the customer an insight into the Pineapple dance experience. **Rf**



Axis creates store concept for Time2 brand

Axis Europe completed the full design, manufacture and shopfit installation of DM London's Time2 format watch store in Covent Garden's new St Martin's Courtyard retail development. The company prepared and fitted the two-level property in just 10 weeks, in time for the Christmas trading period. With the ground floor retail unit measuring just 40 sq m, Axis has introduced a floating design concept, incorporating clean lines and a high level of glass content to 'provide the perception of clean space and a comfortable customer environment'.

'The store design needed to reflect the recently launched Time2 brand, as well as creating a premium look to support the wide range of well known brands on offer,' explains Neil Haggart, retail director at Axis. 'To further enhance the clean lines of the units, we introduced hidden hinges and no visible locks via an electronic key-card security control system,' adds Jerome Smart, design and development manager at Axis. **Rf**