

Halfords – Project Inspire – Phase 2b



Bikehut area of store showing colour themed frieze imagery, which continues onto mezzanine bulkhead and columns.

Halfords, one of the UK’s leading retailers turned to Caliba when looking to upgrade its Super mezzanine and Arcade stores. Project Inspire involved re-branding and colour coding their sub-shop areas for Bikehut, Auto, Technology, Touring and Child Travel, therefore assisting to maximise their presence and create their own in-store identity.

Possessing a working relationship that dates back over fifteen years, Halfords knew that Caliba could deliver the project effectively within the short time scale and tight deadlines required, therefore causing minimal disruption to their day to day running and most importantly their customers.

After an initial consultation, Caliba were asked to plan and project manage the individual frieze layouts for each store. The project consisted of the manufacture and install of both external and internal graphics into over 230 stores within a six week period, working outside store opening times. Constant communication and on-going approvals with Halfords enabled the update of each store to work both efficiently and effectively.

Utilising large format print facilities, Caliba provided colour coded, wall-mounted, screen-printed graphic panels to replace existing black and white imagery. Window vinyls, coloured overlay cladding of bulkheads and columns were also installed creating not only a powerful visual effect but also clear navigational communication.



BEFORE – typical old style b/w frieze graphics.



AFTER – typical store fitted with new INSPIRE coloured coded graphics

Signs: High Level Navigational Graphics.

Description

Screen printed graphic frieze panels

Specification

Material: 1240mm x 1800mm 3mm Foam PVC panels, screen-printed full colour images, (120 different graphic types).

Fixing method: Industrial Velcro tape.

Value

£565,000