

Halfords – New Bikehut store

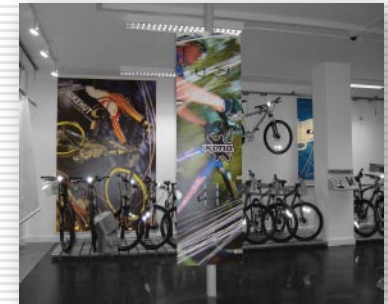


'Stretch' system

Halfords continue to look at new retail experiences within their estate and looked to Brighton based designers CDW Partners to bring a new offer to the High Street. The major retailer was looking to develop a new platform to sell specialist bikes away from there normal Edge of Town superstore environment.

Caliba is well versed in taking prototype concepts into a roll out situation for the Reddich based client and was called in during the concept stage to offer advice on implementing the huge graphic "theatre" the designers were looking for to fill the two level shop. After importing the new lifestyle artwork, Caliba proceeded to print on the NUR 3500mm wide format high resolution printer to give fantastic quality graphics as a PVC banner. The banner was then installed using the Caliba 'Stretch' system making the walls into a complete seamless covering.

Other items included a printed timber BMX ramp plus wall graffiti supplied by traditional signwriting.



System: Caliba Outdoor

Description

Full colour wall banners including wall signwriting areas.

Suspended brand banners

Window graphics

Specification

Caliba "Stretch" banner system, full colour print

Mesh banners suspedbed using bespoke sprung systems with pelment graphics

Signwriten graffiti wall

Value

£47,000