



A Kaydee Case study
New canopies and awnings
for News UK agents



KAYDEE
LIGHT CONTROL SOLUTIONS



Kaydee Blinds has completed one of the biggest shop front refurbishment contracts in its history.

The contract, with leading national newspaper publisher, News UK, was to supply and fit almost 500 branded awnings and canopies to independent newsagents up and down the country.

A brighter outlook

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. They contacted newsagents nationwide with an offer to brighten up their shop displays and shop fronts. Thousands of shops across the British Isles took advantage of the promotion, of which nearly 500 in England were fitted with striking Sun or Times branded awnings by Kaydee.

Kaydee won the contract – which was eventually worth almost £1 million – due in large part to the company's willingness to commit to undertake the fit-out within a very tight time-scale. The bulk of the programme was completed within a 6 week period – with over 350 shops refitted in that period.

The power of branding

Kaydee was contracted to visit each site once the owner had agreed to the work, undertake a survey, manufacture the awning to their size requirements – in either Sun or Times branding – and then fit, managing whatever conditions and circumstances were found at each site. The contract also required the refurbishment of electrical equipment if the awnings were motorised or if lighting was involved.

The awnings themselves were manufactured from either bright red PVC stretched over an aluminium frame for the Sun awnings,

or black PVC for the Times awnings. The final balance between the two brands chosen by the retailers was approximately 65% for The Sun with the remainder opting for The Times.

The awnings and canopies were supplied in a range of sizes up to 7000mm wide.

Said Kaydee director, Roy South: "Our fitting team pulled out all the stops to complete this contract under challenging circumstances. England's high streets present a range of problems to be overcome when attempting to remove and refit awnings and canopies to shop fronts, but our teams managed to accomplish the work in super-quick time.

"News UK is a great client to work for. Not only are they a great name within the UK publishing industry, but they were also very realistic about what could be achieved under the time constraints of this contract.

"We are delighted to have been involved in this project with them."

An increase in sales

News UK director of retail sales, Neil Spencer, said: "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."

Retailers across the land who took advantage of the offer, report increases in sales due to more attractive shop fronts and better laid out interiors.

**Further Case Studies available
at www.kaydeeb blinds.com**

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