



## CASE STUDY



# BAGNALLS & CROWN TRADE FRESHEN UP HUNDREDS OF STORES FOR SOMERFIELD



*When Somerfield decided to undertake a nationwide redecoration programme to 'refresh and rebrand' its stores, the five-month project was managed and implemented by Bagnalls' dedicated Special Projects team using a range of professional coatings supplied by Crown Trade.*

Adrian Johnson, Head of Cost and Design Management at Somerfield revealed the scale of the redecoration programme and explained why Bagnalls was entrusted to carry out the work.

"We decided that our 900 plus stores would benefit from a fast-track makeover to give them a clean, fresher image in line with our new brand identity. To achieve economies of scale and ensure the same high standards throughout, we wanted to use a single company that could carry out all the work across the entire country.



"We needed a contractor with sufficient operatives to carry out the work within the timescale, and we also wanted to work with a team with the expertise and resources to project manage the operation for us. Bagnalls demonstrated that they had been successfully managing projects of this type for over ten years and that they could fulfil our requirements."

Bagnalls Contracts Manager Richard Edwards said: "Sixty directly employed operatives worked in teams on the project with twenty additional people in support roles. Depending on the premises the teams spent up to seven nights at each store, moving in when customers left at 8pm and moving out before the doors opened in the morning."

The project was co-ordinated from Bagnalls head office but as Richard said: "We set up direct communication links between the local Bagnalls branches and the local Somerfield management teams, and this was crucial to ensure everything ran smoothly. We were also able to directly manage security on site, which made access for our operatives much easier."

**CROWN TRADE VINYL MATT, VINYL SILK & ACRYLIC GLOSS**

# CROWN TRADE

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When it came to specifying paints for the project, Bagnalls had no hesitation in choosing Crown Trade as Richard explained: "We wanted totally dependable products to work with. Time was at a premium and we had to be sure that the coatings we used had excellent opacity and would deliver a great finish. We used Crown Trade Vinyl Silk in the highest traffic areas and Vinyl Matt where there was little potential for scuffs and marks. Crown Trade Acrylic Gloss was used to redecorate the doors and door frames.

"We used water-borne coatings throughout for a number of reasons. Obviously we had to minimise the potential for tainting the fresh produce with solvent odours, and we also wanted to maximise the comfort of Somerfield's customers. Crown Trade's water-borne coatings are also very quick-drying which meant that we could recoat surfaces quickly and keep the use of 'wet paint' signs to an absolute minimum."

Nationwide availability of supplies and paint mixing services was also very important as Richard explains: "Given the sheer scale of this project and the spread of Somerfield's stores across the country we had to work with a supplier that could provide ready mixed and tinted coatings whenever and wherever they were needed. The national network of Crown Decorating Centres kept our Bagnalls branches fully stocked with all the Crown Trade coatings we needed and didn't let us down once."



The Somerfield redecoration project was completed successfully and the retailer is delighted with the way it was managed and implemented. Adrian Johnson said: "We set our contractors a complex and demanding task but Bagnalls rose to the challenge and delivered great results. Using Crown Trade coatings they've achieved the very high standards of décor we demand, making our stores brighter, fresher and more welcoming, and have delivered significant cost savings in the process.

**"We are extremely pleased with the exceptional level of service provided by Bagnalls and Crown Trade. Both companies are now our preferred suppliers on all future projects."**



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