

NEW BUSINESS UPDATE

Retail update – John Lewis Partnership Rebrand

The last 6 months have been really busy for Omega as, unbeknown to many, we were involved in the major relaunch of its two brands, John Lewis & Partners and Waitrose & Partners, with a new visual identity. The new branding was unveiled on the facades of several sites, including John Lewis' flagship store on Oxford Street, with Omega Signs playing an integral part in this.

Omega Signs have a long relationship with John Lewis and Waitrose spanning over 10 years. At the beginning of this year we were asked to sign a Non-Disclosure Agreement and became part of the Project B team to deliver the signage for the new brand.

Working closely with Pentagram Design and John Lewis Partnership, our role was to develop the 2D brand concept into a workable 3D signage solution developing prototypes for both brands that would work across a whole range of sites and structures.

Manufacturing of the signage commenced in secrecy and we have been installing under wraps the signage at the flagship store on Oxford Street and other key sites since June. The task has been



challenging. Oxford Street alone has a 170 metre glass fascia with curved corners and we have designed and installed the new brand to curve around the window. All the signage, including 5 huge 12m long externally illuminated blade signs, were installed in secret over the course of several months and then covered up ready for our teams to carry out the big reveal overnight on the 3rd September to ensure that all the signage was on display for the big launch on 4th September.



Duncan Chapman said

"This is the culmination of 6 months hard work by the project team involved and everyone has shown a real drive and commitment to working together and delivering success together. What is more impressive is that it has all been done under wraps, working to a strict, immovable deadline ready for the big launch on 4th September. The result is stunning!"

Omega Signs have also completed the rebranded signage at Waitrose shops in Edgware Road and Clerkenwell in London and the Head Office at Bracknell.

Asda

The ASDA team have been equally busy and there has been a lot of activity across the brand over the last few months. This has included landing the new signage internally and externally for their Merchandising Centre of Excellence in the centre of Leeds and installing new totems across parts of the site. As part of the brand refresh we have been involved in the roll out of their iconic A across the estate with the 3 proposition stores at Patchway; Livingstone and Portlethen being some of the first to be installed.

Finally we have also been instrumental in creating some instore theatre in the Beers, Wines and Spirits aisle at Patchway, designing, building and installing the new timber 'raft' to create a really stylish instore effect.



Retail & Financial Sector

Within the Financial sector we have completed over half of the sites for AIB and as sole supplier this has been a big job. We continue to do work for Welcome Break installing the signage for Ramada, WHSmith and Little Waitrose at Fleet motorway services and we have also completed signage for them at Bristol South.

The Mercedes team continue to be busy with the rollout of the Commercial Vehicles arm of the brand installing sites across the UK and finally, at the end of the summer, we saw the install of signage for Thomas Cook in Selly Oaks, Birmingham.



On Trade

We have also just completed the signage for Fullers at The Hogarth in London.

The pub is named after the great 17th century painter William Hogarth, and to reflect this, our very own in-house designer Kayleigh hand drew a portrait of him which the famous painter himself would have been proud of. This was then beautifully depicted onto a sign using traditional gilding techniques to give the high quality look and feel that Fullers are after. You can view it being put together on our Instagram page.

Following on from being awarded Punch Taverns, we attended the Southern team meet in Bristol and welcomed the Northern teams to the Omega offices in early September where they held their regional meetings.

Industry Comment

Getting the basics right

Politically and economically there is currently much uncertainty out there and this can potentially be a big distraction. Whilst of course we can't ignore our external environment I am a big believer in concentrating on the things that we, as an organisation, can control. For me this is about focusing on the basics and getting things right first time every time for our customers. Our mission is all about delivering customer service excellence, easy words to say, but not as always easy to deliver. However it is a mantra that as an organisation we take very seriously and it runs throughout the organisation from top to bottom. Listening to our customers and learning from each project is part of this so if you have any feedback please do get in touch. It really does help us to provide a better service.



A handwritten signature in purple ink, which appears to be 'Duncan Chapman'.

Duncan Chapman