

NEW BUSINESS UPDATE

Waitrose Kings Cross



This September saw the grand opening of a brand new Waitrose store at King's Cross. The store, located next to Granary Square, is housed in the restored Grade II-listed Midland Goods Shed, and features an in-store bakery, a seating area for customers to enjoy drinks and snacks and a cookery school.



Waitrose were keen to ensure that the store layout was sympathetic with the Victorian heritage of the building and were looking for signage that was a modern and simplified interpretation of the 1850s typeface and style. Omega Signs, who have had a strong relationship with Waitrose for over 10 years, were brought in to help with the task. Working to the clear Waitrose brief, Omega developed initial concepts and designs taking cues from the site's heritage whilst seeking to add a modern interpretation of Victorian railway signage. Sample signs were made and approval was then sought across the board to make sure that everyone was happy. The result is vibrant internal signage that has great standout in this impressive traditional building. Installation was also a real challenge as much of the brickwork was very old and uneven. One solution was to again take inspiration from the buildings Victorian heritage and apply several signs to a steel frame to replicate railway signs but also crucially minimise the number of fixing points to the brick wall.



Construction Programme Manager
Alistair Brown said

"It would be fair to say that delivery of the sign package in Kings Cross wasn't without it's challenges with the constant changes etc. However as usual Omega stepped up to the plate and got on with it. Really good job!"

Industry comment

"2015 is nearly at an end and what an interesting year it has been. With the uncertainty of the election curbing the economy in the first half of the year and the European situation causing further uncertainty in the second half it really has been very stop start. However, despite this, companies are now beginning to look to the future with a more positive feel and many of our customers have recognised the need to continue to reinvest in their business. For example, we have seen an increasing number of customers planning rebrands for the year ahead to steal a lead on their competition. Reimaging can achieve this in a number of ways –it emphasises to your customers that the business is renewed, giving you chance to establish new core values whilst, at the same time, re-energising and revitalising employees. The results can not only attract new customers but also be a real boost to the loyalty of existing ones."



A day in the life of Matt Dye Production Assistant



What does your role as Production Assistant involve?

I am a real middle man providing the link between the project managers and production. The project Managers load all the projects onto M1 and then it is my role to check, assess and progress them through our systems. Monitoring the production schedule on a live basis is really key which obviously involves liaising with heads of the various production departments.

What skills do you need for this role?

Everything is now logged on M1 so we have a clear view of everything that is in the system but you still need to be very organised and efficient. It is also really important to have good communication skills as you need to liaise with both project managers and the production teams ironing out any issues along the way and ensuring that everyone is clear of what needs to be done and by when.

What are the key challenges?

There are lots. Sometimes the jobs from the PM's are not clear and I need to go back and clarify the brief and the spec. When we are busy it is also my role to make sure that we prioritise jobs effectively so that we meet our customers' requirements and expectations. I also help plan dispatches, transport and putting together the packing list with Dave McGurk so there is always a lot going on.

What are the best bits about your role?

Getting paid obviously! But I also like the fast pace of the role and we have a good team here. It is also interesting to understand what the project managers do and to see all the jobs coming through. There is not much that I don't get to find out about.

Finally any interests outside of work?

It will come as no surprise to those that know me well that I am a bit of a Rocker and love a bit of Black Sabbath!! I play the guitar but don't expect to see me on the X factor anytime soon!

AND FINALLY....

We have recently installed the signage for BBC 3 Counties radio in Hemel.
Take a look.

