

# NEW BUSINESS UPDATE



Late last year Thomas Cook completed the purchase of Co-op's travel business retail stores, significantly enhancing their presence on the high street. Thomas Cook are now in the process of re-branding these stores to bring them under the house banner and reaffirm the Thomas Cook brand as 'the best in travel'.

Following a competitive tender Omega Signs were appointed as the signage contractor to undertake the rebranding. We surveyed 50 stores within a 3 week period, including 2 stores in Northern Ireland. These stores had visuals produced using Thomas Cook brand guidelines & issued for approval before manufacture was undertaken. For

the majority of the sites the design featured a new store fascia & projection sign.



However, some of the larger stores had a greater opportunity to really maximise the impact of the brand by utilising the available window space. We did this by installing high resolution digital prints of various idyllic beach scenes supplied by Thomas Cook. We used our large format printers to produce the prints, in some cases over 10m long & 2.4m high. When installed to the windows the finish is truly stunning & the impact further enhances the premium travel credentials of the Thomas Cook brand.

This phase of the store refurbishment programme including new external fascia signs & projection signs was completed in 10 weeks.



## Best Western

**Best Western is a well-loved brand operating in over 100 countries worldwide so, updating the brand identity to more accurately reflect the diversity and contemporary style of today's Best Western and hoteliers was a mammoth task.**

Within the UK the Best Western portfolio is very diverse, with many unique buildings from historic features to city locations. Consequently retaining the aesthetic nature of these building whilst adhering to the new brand guidelines was potentially a real challenge. However, Omega Signs who have had lots of experience in this area, as well as operating nationwide, were a natural partner. To date Omega has orders for over 50 hotels and have already completed a number of fantastic sites including Walworth Castle. featured here.

*"Walworth Castle is a really special venue and we needed a signage company that understood the unique requirements of our building. The rebrand is really striking. It meets both the Best Western brand guidelines but also is absolutely in keeping with our hotel and its ethos. We are delighted."*  
**Rachel Swain - Owner Walworth Castle**



## A day in the life of Steve Baines Efficiency Manager

### What do you do at Omega?

At Omega we are always looking to deliver first class customer service and this means that our processes must be as streamlined and efficient as possible. For the last year I have been tasked with looking at this and seeing where we can make improvements.

Some may say I am ideally placed to do this as I have been at Omega since 2004 in a variety of different roles from Project Management to Installations Site Support so I know the business back to front.

### Any projects that you can tell us about?

My main focus has been on M1 our Enterprise Resource Planning system (ERP). We introduced this over 2 years ago and it joins up all our systems throughout the business collecting, storing, managing and interpreting data from many business activities. This has been a major change programme and this year we have been focused on ensuring that it runs as smoothly as possible to deliver the maximum return.

### So what have you implemented?

The entire workforce has been trained and this is a continuous programmed activity to ensure that everyone is constantly up to date and that we have uniformity across the system. We have also made changes to the format so it meets our business needs and is more user friendly.

### But how does this benefit our customers?

The whole focus behind the entire investment is that we have better information and data to inform our business decisions and it has eliminated the need for any paperwork in the system. However the ultimate goal is the benefit that it will deliver to our customers. We recognise that every one of our clients has different needs and the new ERP has the flexibility in the system to ensure that we meet these. It has also enabled our Project Managers to be more customer focused; communicate more frequently; with real time reports and information and all of that can only be good for you our customers!

### Finally I hear on the grape vine that you are Dog Boarder? What exactly is that?

We are volunteers and look after Guide dogs in our own home. It is perfect for us as we love dogs but both work so it is difficult for us to have a dog full time. As a dog boarder they live with us but everyday go to training school. When they are fully trained they leave us and go and live with their user to support them in their everyday lives. We have boarded nine dogs over 5 years and our latest is Pepi, a Golden Retriever who is too gorgeous for her own good! It is a great cause and if you want to find out more or support it you can do so at [www.guidedogs.org.uk/supportus](http://www.guidedogs.org.uk/supportus).



## Industry comment

### Keeping an eye out for our customers

As an organisation we believe strongly that we should offer our customers much more than just a competitive price. Obviously commercials are important but we also need to focus on design excellence, operational efficiency and delivering a first class customer service which adds value, at every stage.

A key element of this has been our investment in a state of the art ERP system. It provides the organisation with an integrated "real time" view of all of our core business to ensure that we have robust administrative processes in place. This provides great support for our Project Managers freeing them up so that they can focus more time on meeting your needs and ensuring you get the customer service you deserve.

