



March 2021

SOVINI TRADE SUPPLIES - HEYSHAM ROAD

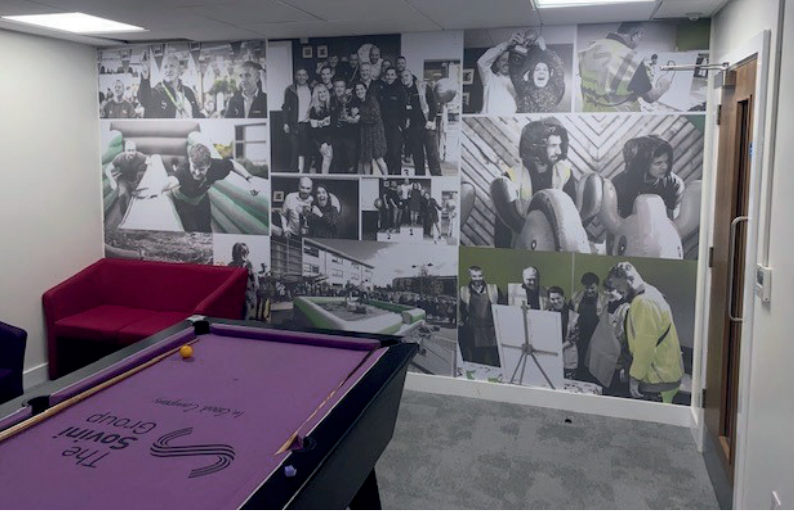
Our long standing clients over at Sovini came to us with a new and exciting project – the latest addition to the Sovini Trade Supplies chain, a brand new store opening in Heysham Road, Aintree.

During the project CDP covered:

- Initial survey's and project management
- Bespoke signage production
- External and internal signage
- Installation

As we know in the signage world, every site is a new opportunity to impress and create something uniquely tailored to each individual building. This was the case from the very first design brief supplied by the brilliant designers over at Sovini.

Our signage manager Stephen worked closely with members of the STS and Sovini teams, initiating site surveys and providing detailed reports, recommending specific signage for certain areas and working to make the designers stunning concepts come to life.



The Signage:

The external building sign spans almost 19 meters long x 1.5 meters high, produced from fret cut aluminium trays, full print coverage to the face and pushed through 8mm acrylic logo's that illuminate via multiple LED modules in housing trays behind.

An incredible visual impact is achieved by the sheer scale and incredible design of this sign.

Other external signage included:

- Multiple aluminium tray signs situated on the external warehouses
- Shutter box signage
- Railing and parking bay signage
- Reverse printed window graphics

Internal signage was a part of this project we really enjoyed being involved with. Stephen again followed a well delivered and very creative brief from the Sovini team to bring some internal areas to life.

The internal signage included:

- Various high-tac wall wraps and manifestations with 10mm acrylic logo's and bespoke elements
- Internal acrylic wayfinding signage
- Internal brushed aluminium office signage
- Bespoke high-tac Sovini Trade Supplies timeline fitted up the staircase

The client's needs were met efficiently, on-time and in budget, leading to another happy client and a fantastic addition to the Sovini Trade Supplies Chain.

“Stephen at CDP is our go-to-guy for our external and internal signage needs. I was delighted to once again work with Stephen on another Sovini Trade Supplies project. Stephen not only understands all aspects of signage but has developed a great understanding of our businesses needs too. The signage has brought our flagship store to life. We highly value Stephen's creativity, reliability and project management skills. This signage at our Heysham Road store and distribution centre has far exceeded our expectations.”

Jessica Cooney,
Assistant Marketing and Communications Business Partner



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