

**More than
just a signage
company.**



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Studio 1, The Greenhouse, Mannings Heath Road, Poole, BH12 4NQ
sales@wethinksigns.com 01202 301130



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Case Study

LIDL

Website: www.lidl.co.uk

Employees: 20,000

Industry: Food Retailer

Region: Europe

Customer Since: 2012

Success Factors:

- All Roll/Out projects
- Exceeding deadlines & customer expectation
- After-hours completed services



Raised lettering and wall graphics

At Think Signs we have the privilege of completing a vast portion of our work for one of Europe's leading food retailers. With over 700 stores across Europe, Lidl is known for providing the highest quality products at the lowest possible prices. At Think Signs we were delighted to receive sizeable orders from such a large reputable brand and from this our mission included ensuring that the internal and external signage completed for

Lidl reflected the same quality of their products sold. We have enjoyed every project, big and small however, it has not without its challenges. The main challenge that we faced was during the manufacturing process and ensuring that large scale prints were produced on time and within the client's budget. Despite the challenges faced, during every project as further detailed below, our brilliant staff members worked around the clock to ensure that the deadlines were met, particularly going into stores after hours to complete the service as instructed by the company. All these projects listed below are still in progress and we continually deal with Lidl on a regular basis.

Project Insights

■ Bakery Roll/Out – 2016

Over a 6-week period, we designed, manufactured and installed floor graphics to be implemented in all Lidl bakery stores across the UK. Working in collaboration with Lidl's design team, we were able to understand that the reason for the floor graphics were to improve the company's procedures, health and safety guidelines, productivity and efficiency when training staff members. We were thrilled to be awarded a large scale project such as this, however completing this task in time was a challenge. The reason for this being that every store had a different layout, so we had to trust our fitters to go in and be instructed by Lidl's staff members on where to install the floor graphics. Including this, ensuring our fitters abided by the company's hygiene guidelines when working in the bakeries was a challenge as our fitters utilise different equipment to complete different



Scuff laminated bakery floor graphics

installations. To avoid any issues, we instructed our fitters to utilise the minimal amount of equipment possible to ensure that our work environment did not disturb the cleanliness of the bakery. Although different challenges arose, our team was able to deal with it in a professional manner and complete the tasks on time and the outcome from the bakery rollouts were outstanding. This project is a continual task as we still supply floor graphics to the company to be fitted in new stores across the UK that are newly built and current stores that are being revamped.

■ Window Roll/Out - 2017/18

At the end of the 2017 year, phasing through to this present year we have been involved in solidifying and standardising the Lidl brand by designing, manufacturing and installing new and improved window graphics for all Lidl's UK stores. By creating and standardising the imagery to suit all Lidl's stores, we were able to help unify the Lidl's brand so when customers walk into any store, they would enjoy the same experience. This project installing internal signage in-store and external signage to be placed on the store

windows. The main challenge during the project involved working with different window sizes at different stores across the country and adjusting the sizing and images during the design and manufacturing process to fit this perfectly. Also,

a big factor we had to consider during this project was the weather and working amongst the public inside and outside of the stores and ensuring their safety was factored in throughout the installation process.



Bespoke window graphics installed nationwide



Complete internal graphics installation

Week 39 Roll/Out - 2017/18

Similar to the Window Roll/Out project, the Week 39 Roll/Out project entailed standardising all internal graphics within all UK stores during the 2017 period, continuing through to this year. Lidl's aim with this was to ensure that all stores looked identical to each other and when walking into a store that the customer experience was consistent throughout each store. This was achieved by ensuring that all areas within the store looked identical by placing the internal graphics in a similar spacing despite the different layouts of individual shop floors. The challenge faced with this project that we had to design, manufacture and install this internal graphics in over six hundred stores in a 6-week time-frame. We are a small team however, despite this, our staff members worked around the clock to ensure that the clients deadlines were met and that the final outcome reflected the standard of our work and that the quality of the graphics were not jeopardised because of the time-frame. This contract is still in progress as we continually supply these graphics to newly built stores and to the refurbishment of old stores.