

Retail Projects: Dudley Council One Stop Shop

Client: Dudley Council

Equipment: Hook-on Poster & Leaflet Dispenser Display System

Graphic Size: A4 - A1

Brief:

- **Flexibility to mix all poster sizes around the building**
- **Easy to change for constant refreshing of displays**
- **Information Delivery in Key Locations**

Part of the Dudley Town Centre regeneration programme, the Dudley Council One Stop Shop has set a new benchmark in the delivery of council services. Information delivery was a high profile part of the project, requiring a display system that gave complete flexibility, whilst being easy to use. The display system also needed to fit into the aesthetic values of the scheme and be a focal point in the space.



The Numbers:

- **175 Acrylic Poster Holders A4 - A1 size**
- **64 Leaflet Dispensers for 1/3 A4, A6 & A5 Leaflets**
- **75 Suspended Cables**
- **97 Rods of various lengths, suspended horizontally between the cables**
- **33 metres of channel**
- **15 Freestanding Frames**
- **Plus more than 850 panel supports and clamps!**

Several different concepts were created to suit the various parts of the building.

One factor that had to be common was that all the poster holders could be used at any point in the building and that different sizes of posters could easily be accommodated.



The solution was to use a hook on system, consisting of horizontal rods suspended between two cables onto which acrylic pockets of various sizes can be hooked. This idea has been used in the windows, around the walls and in central areas where it has been presented within attractive free standing display units.

At the entrance Freestanding units have been used around a curved wall to present a range of leaflets of various sizes.

“The displays look a lot neater and certainly more professional. We have used them in the public areas as well as within the main offices to communicate core corporate messages to all our staff. We have certainly seen an increase in the uptake of leaflets.”

- Nigel Newman,
Dudley Council Plus



Poster/Graphic Presentations

- Suspended Posters
- Wall-mounted Posters
- Illuminated Posters
- Rotating Posters
- Digital Signage

Product Displays

- Suspended Shelving
- Custom acrylic accessories
- Free-standing POP units

Low-voltage lighting

Lighting can be easily integrated into your display

Services

- Free consultation and design
- Fast delivery on standard products
- Custom products
- Site Surveys
- Prototype Service
- Installation Service
- Maintenance Programmes