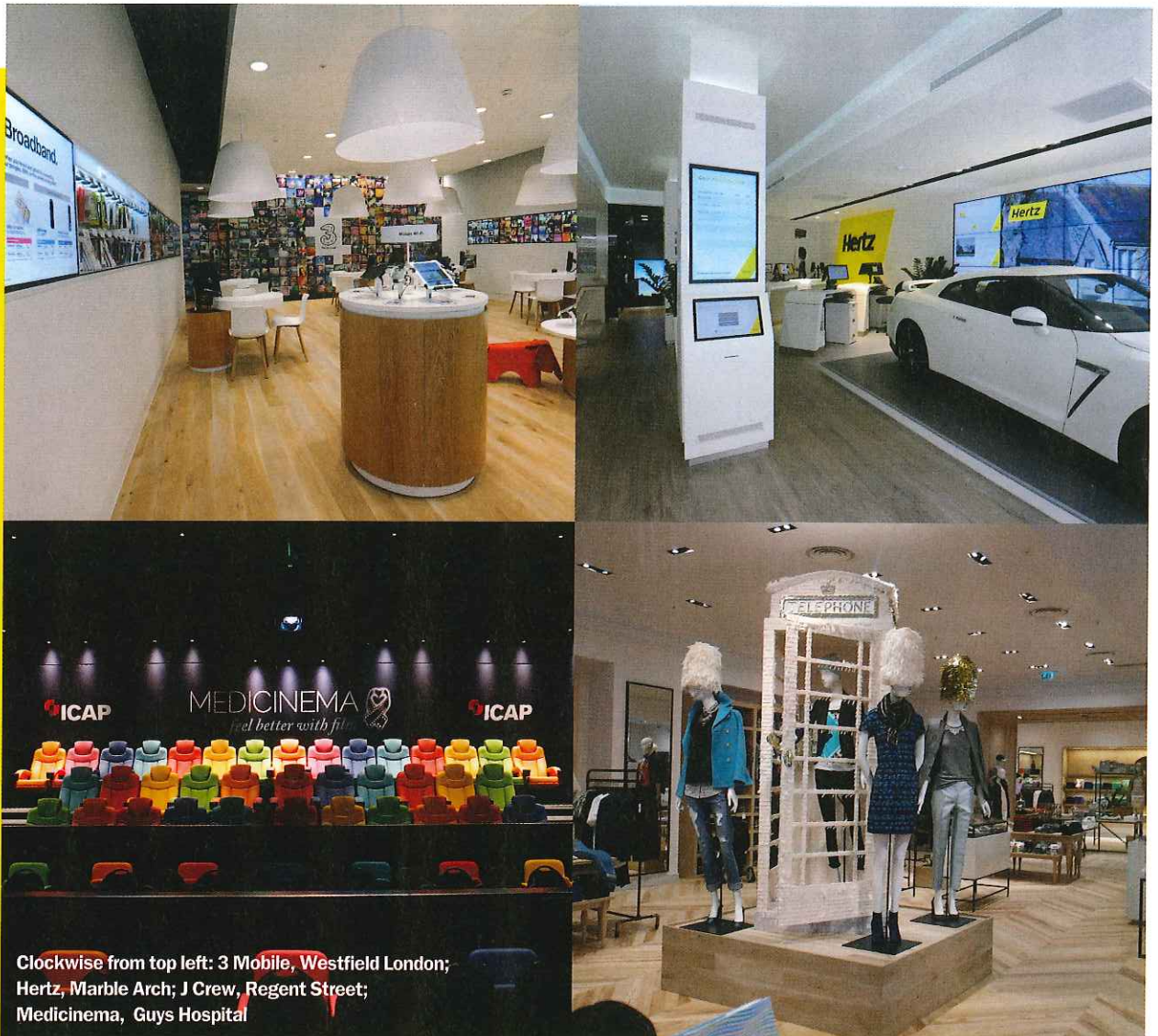


# BRIDGFORD



Clockwise from top left: 3 Mobile, Westfield London; Hertz, Marble Arch; J Crew, Regent Street; Medicinema, Guys Hospital

## Ticking all the right boxes

**The origins of** specialist fit-out and construction company Bridgford's success lie in high-quality, high-volume, rapid roll-out programmes across the UK. But one-off bespoke projects with compelling and distinctive environments have also become part of everyday activities for a company where providing a high quality, value-for-money service with attention to detail and a personal touch is a basic principle.

What are retail clients and ultimately their customers looking for? There are many buzzwords in everyday use: 'wow factor', 'destination', 'experience'... whichever way you dress it up Bridgford seeks to meet the challenge head-on, working collaboratively with design teams in an integrated manner to transform vision into reality.

"We are resilient, maintaining relationships through professional, experienced, competent and above all passionate staff, paying attention to detail and communicating honestly," says

**1994**

**the year the business was founded**

**84%**

**turnover achieved from retained clients**

**176**

**the number of initiative projects delivered in six weeks for one client**

**570**

**projects in 2013, for 24 clients (including six new)**

[www.bridgford.co.uk](http://www.bridgford.co.uk)

business development director Alan Palmer. "We appreciate that every project is unique, with its own set of challenges, and we provide a tailored approach to meet the scheme objectives."

The formula is simple, says Palmer: "We are a trusted partner, providing efficiency and innovation. We add value where it counts, ensuring the optimum balance of time, cost and quality. Our business has the flexibility to adapt to and to manage changing expectations and objectives with the benefit of competent and experienced hand-picked site teams, which in turn enhance client relationships. It works because of all the constituent parts – we truly are small enough to care and big enough to cope!

"If we can leave one message with our prospective clients, contractor selection is about value, quality, programme, passionate people and communication to name but a few things. Bridgford ticks all the boxes," concludes Palmer.



# INTERIORS



## Translating design into reality

The best-looking stores do not happen by accident. They are the outcome of co-operation between a legion of different parties, all of whom come together to create something that is much greater than the sum of its parts.

In the usual run of things, a design consultancy, or maybe an in-house store team, will create the blueprint for a new interior – specifying materials, colours and, if things are done properly, lighting.

The next bit is the translation of design into reality. This is where shopfitters and a cohort of others, from lighting to layout consultants, come in. Get this wrong and the best design can turn out to be pretty lacklustre. It is the piece in a complex jigsaw that is every bit as important as the design itself.

Without this part of the equation, a new store project can fall apart. The following pages are therefore part celebration and part validation of this essential element of fashioning our high streets.

**John Ryan**  
Stores Editor, Retail Week

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