

Case Study: Transforming the Fort Dunlop Campus

Brief

ARC were commissioned to work alongside ITG to Transform Curry's HQ in Fort Dunlop – Birmingham.

Scope

Our team surveyed and created a “blank canvas “ for ITG’s design team to let their artistic flair loose on the walls at the Fort.

The Project forms part of the Back of House Campaign. ARC are also working on with ITG to take over the staff experience at their Retail sites across the UK.

ARC not only printed all the wall graphics but we also

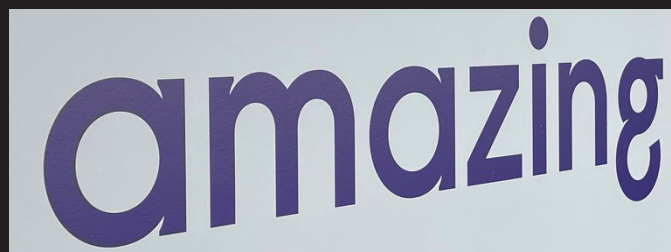
sourced all the elements used on this Project:

- Hollywood Mirrors
- Led - Arrows
- Old fashioned bikes / phones
- Shelving kits
- 3D logos (back-lit)
- Picture Frames

ARC’s Install team worked tirelessly to complete the Project in time for launch week.



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John Perrott – I am so proud of the team at ARC UK and also our relationship with the team at ITG.

From Kevin Durrant in our Client Services Team through to Production / Dispatch and Installation, our whole team worked at pace and precision to ensure the deadline was met.

From the initial conception of the Back of House campaign we were delighted to be asked to deliver this project at Curry's HQ at the iconic Fort Dunlop. This will stand ARC UK in a great place with ITG as we continue our drive to become one of their top suppliers in the UK.



Feedback from the team at ITG:

“ Please can you extend a massive thank you to the install team for their efforts last night. They went above and beyond to get the work done. The training centre looks great. Client left very happy. Happy to work with the team again on future projects of this nature. ”

“ From the outset, John and the team - provided a completely assured understanding of the project and he was able to walk us through the entire implementation cycle with confidence and a friendly intelligence, which embedded a trust in every member of the ITG project team.

John was obviously supported brilliantly by his team and their collective levels of knowledge and professionalism instilled a trust, which prevailed from the outset and throughout the duration of the project.

We will of course be coming back to John and the team at ARC for future projects. ”