

Case Study: GSK Project Emerald Signage Package for Overbury Major Projects

Project Title: Project Emerald

Client: GSK

Contractor: Overbury PLC Major Projects

Project Managers:

John Perrott - Client Relationship Manager

Danny Turner - Project Manager **Daniel Ryan** - Project Manager **Neil Evans** - Design Manager

Robert Cottrell - Installation Manager

ARC UK was commissioned by Overbury Major Projects to deliver the signage package for GSK's flagship fit out Project Emerald. This ambitious initiative involved creating a cohesive and sustainable signage solution across 13 floors at GSK's prestigious Tottenham Court Road location. The project spanned nine months from award to Practical Completion (PC), showcasing ARC's expertise in consultation, design, production, and installation.











Challenges

One of the key challenges of this project was ensuring that all signage products met GSK's stringent environmental standards. This required sourcing materials from sustainable origins while maintaining high aesthetic and functional quality. Additionally, the complexity of designing and installing signage across multiple floors within a highly regulated environment added logistical and operational hurdles.

Solution

ARC UK adopted a comprehensive approach to address these challenges:

Sustainable Material Sourcing:

- Partnered with certified suppliers to procure ecofriendly materials.
- Ensured that all components adhered to GSK's environmental requirements, such as reduced carbon footprint and recyclability.

Collaborative Design Process:

- Worked closely with Overbury and GSK's stakeholders to understand brand guidelines and functional needs.
- Created bespoke designs that aligned with the project's sustainability ethos and aesthetic expectations.

Streamlined Production:

- Utilised ARC's advanced manufacturing capabilities to produce signage with minimal waste.
- Implemented rigorous quality control checks to ensure compliance with GSK's standards.

Efficient Installation:

- Coordinated installation schedules to minimise disruption to other contractors and stakeholders.
- Employed skilled teams to deliver precise and timely installations across all 13 floors.







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Execution

Over the course of nine months, ARC delivered a seamless end-to-end solution. From initial consultations to the final installations, ARC maintained close communication with Overbury and GSK to ensure transparency and alignment at every stage. This collaborative effort ensured the successful delivery of the signage package within the agreed timeline and budget.

Results

Environmental Compliance:

 Achieved GSK's highest environmental standards through sustainable practices.

Enhanced Wayfinding and Branding:

 Installed signage that improved navigation and reinforced GSK's brand identity.

Client Satisfaction:

 Delivered a high-quality product that met all design, functional, and environmental goals.

Testimonial

"ARC UK exceeded our expectations in delivering a signage solution that not only met our environmental targets but also enhanced the overall aesthetic of our Tottenham Court Road location. Their attention to detail and commitment to sustainability set a benchmark for future projects."

Overbury Major Projects

Conclusion

Project Emerald highlights ARC UK's capability to deliver sustainable and innovative signage solutions for complex, large-scale projects. If you're looking for a partner to transform your spaces while meeting rigorous standards, contact the team at ARC UK to see how we can support you.

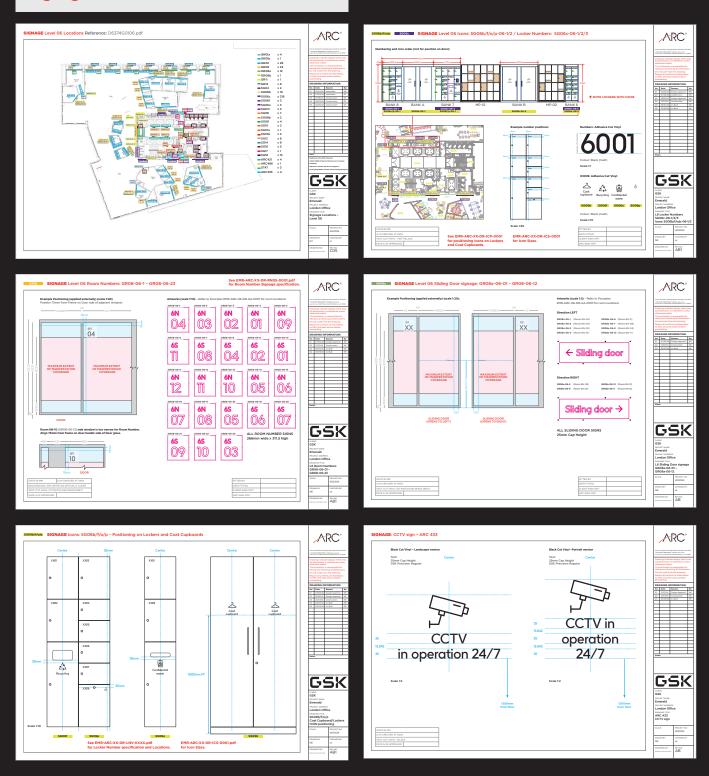




ARC UK collaborated with GSK to design and deliver a bespoke manifestation vinyl solution, tailored to meet the privacy needs of their offices. Through meticulous prototyping and rigorous testing, we ensured the final product achieved absolute privacy while seamlessly aligning with GSK's stringent design standards.



Signage



ARC produced room number signage, sliding door signage, locker numbering, iconography, and various facilities signage, with manuals annotated for location, positioning and finish, across 11 floors.