

# Other exciting projects...

## Focus DIY - Pontadawe

Mobile tables and tiered displays, along with feature galvanised steel carousels designed for hanging baskets, are on trial in three Focus stores as part of a possible blue print for the entire group.



## Wistow Farm Shop - Wistow

Stepped crates plus a range of fruit and vegetable display and shelving maximises the retail space available in their busy shop at the Wistow Rural Centre near Leicester.

## Stagecraft News

### Stagecraft announce associate membership of FARMA

Stagecraft is proud to announce associate membership of FARMA - the National Farmers Retail & Markets Association, a co-operative of farmers and producers all selling on a local scale, and farmers' markets organisers.

### Stagecraft Display Ltd

Llaithddu  
Llandrindod Wells  
Powys  
LD1 6YS

Tel: 01597 840222  
Fax: 01597 840360

Email: [sales@stagecraft-uk.com](mailto:sales@stagecraft-uk.com)

### Business Development Managers

Tony Stanford 07971 991813 (East)  
Terry James 07967 733165 (West)  
Christine Gardner 07971 991815 (Retail)  
Andrew Smith Sales Office Manager

See more at [www.stagecraft-uk.com](http://www.stagecraft-uk.com)

# Benchmark

NO. 26

PRODUCT NEWS FROM STAGECRAFT

SEPTEMBER 2008



We take you on a tour of the new Barton Grange Garden Centre at Brock



Also featured:  
Van Hage at Great Amwell  
Grosvenor bedding plant canopy  
Focus DIY trial displays

[www.stagecraft-uk.com](http://www.stagecraft-uk.com)

The new Barton Grange site at Brock is now one of the largest garden centres in the UK



Stagecraft fitted out the internal retail areas, including the stunning entrance hall & reception...



Stagecraft mobilised the bedding plant canopy in order to maximise the flexibility of the space.



Award winning Grosvenor successfully use mobile displays in their houseplant, gifts and food hall.



Garden sundries department, visitor enquiry desks, archways between departments and spacious checkout hall...



... as well as the cold house and external plantarea, which features a retractable roof covering the entire area.





A revamp at Van Hage's Great Amwell site near Ware, required the upgrade of the covered bedding area and outdoor courtyard with a view to improving access and display opportunities.



Stagecraft's involvement in the project included the installation of tiered, tilting and hexagon units, hanging basket walkways, hexagonal and pyramid promotional areas, as well as new units for climbers and bedding plants.



...along with the houseplant sections, home decorations and gift area - all with their own individual look, feel & style.



Footfall is influenced by the layout and walkways, which leads the customer through creating interest "just around the corner".

