



RETAIL



EXHIBITIONS



EVENT PRODUCTION



GRAPHICS



INSTALLATIONS



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# RETAIL ENVIRONMENTS

Case Study - Mid Counties Co-operative



- 42 Magnetic vinyl signs
- 32 Aisle signs
- 1 Deli display wall
- 3000 m Shelf strips
- 1 Illuminated sign
- 70 m<sup>2</sup> Window vinyl
- 1 Coffee shop
- 224 CNC cut letters
- 7 m<sup>2</sup> Digital wallpaper

# IMPROVING THE CO-OPERATIVE EXPERIENCE

## The Story

As is so often the case, unbeknownst to the Co-operative, Dyaks have been providing them with initially installation and subsequently large format graphics, via their preferred agency, for some time. However the agency in question ceased operating - leaving the client in a pickle somewhat.



## The Introduction

Seeing the opportunity to not only introduce ourselves but also to save the Co-operative money, Dyaks presented them with an easy decision. Given that we were already familiar with a lot of their requirements and had been, albeit anonymously, printing and installing a lot of their requirements already.

## The Development

Dyaks' first task was to undertake a full graphic rebrand of the Swindon Co-operative store. The project involved not only print and installation services but also involved further requirements including Coffee Shop branding and a Deli refit.



## The Execution

Working closely with the marketing and properties department, Dyaks sourced new, "on-brand" images, artworked all of the print, and successfully installed the entire job, all in accordance with their brand guidelines.

## The Analysis

A new look for the store, carried out in a short space of time, leading to increased footfall and a rise in turnover.