

“Innovative Designers, Manufacturers and Installers of Custom Built Hot, Cold & Ambient Display Equipment and Solid Surfaces”

‘THE “ROLLS ROYCE” OF COUNTERS!..’

Dean Myatt, Cornish Quality Meats, Butcher & Q Guild Member

One concern facing many food retailers is the potential loss of business as a result of closure for a full shop refit. This means that many retailers opt to change certain counters on a “piecemeal” basis. However, they should consider the “Return on Investment” in uniformly refurbishing their entire shop instead of simply changing the odd counter when it becomes a health hazard.

We believe that an investment in NEW COUNTERS significantly increases the value of their business, attracts new customers, and builds growth through profits. Customers will want to buy more products from a tidy, hygienic establishment where the food looks attractive. Displays and counters are an important part of the business. Clean, well organised counters show that the business is doing well, and with careful layout and branding can coax customers in and persuade them to spend.

Retailers are encouraged to ‘do their homework’ – assess how much a refit will cost and identify how long it will take to re-coup the costs through marginal

increments on products, marketing and attracting new customers with a higher spend. They are advised to consider whether their current counters help to attract new custom or are they simply reliant on a loyal customer base, or if they do justice to the quality of the products displayed?

Whilst supermarkets still battle for bigger market shares, there will always be a threat to the high street retailer. It is therefore necessary for the independent shop owners to maintain their traditional image whilst creating niche markets to increase margins that will combat the supermarket’s grip on high-street shoppers.

“Anyone can put new counters into their shops, however we install the future!” said Graham Smith, Sales & Marketing Director.

Bailey & Smiths are innovative designers, manufacturers and installers of “Custom Built Hot, Cold & Ambient Display Counters”. The company prides itself on being British and in its ability to manufacture made-to-measure cabinets individually tailored to suit each specific business. “I believe we are one of the only

producers of display counters that truly design counters to meet our customers’ requirements,” said Graham, who has been a key player in many shop refurbishments for Q Guild Members.

Bailey & Smiths premium quality, custom built hot and cold counters can positively increase your percentage sales and profit once installed. With 30 years’ experience they can, through the use of clever design, optimise an effective merchandising space. From custom design to installation, quality materials are hand crafted to create the perfect investment for your business. “We are confident that we produce the best quality custom built counters on the market and strive to exceed expectations. We urge our customers to Buy British!”

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