



KEY FEATURES

PROJECT MANAGEMENT

MANUFACTURE

INSTALLATION

MERCHANDISING



Roper Rhodes

Manufacture and installation of branded displays

THE PROJECT

Brand recognition was a key factor when Roper Rhodes were considering their future plans. The average consumer won't recognise many bathroom brands, unless they have done some research into the subject.

They therefore decided to embark on a branding exercise. When installing their fixtures and fittings in bathroom retailers' showrooms, they wanted dedicated display areas which would be branded with the Roper Rhodes name.

THE CHALLENGE

Aspen were approached by Roper Rhodes with the challenge of manufacturing their new displays in accordance with their visual design which had been produced by an external designer.

THE SOLUTION

Aspen took the design visuals, turned them into manufacturing 2D drawings and built mock ups of all the units. Prototyping enabled any alterations or enhancements to be made at an early stage. Aspen also incorporated some of their own ideas, based upon their experience of retail display manufacturing.

Having been given the go ahead to manufacture the units Aspen were also asked to be the installers for the project as it rolled out with their new branding. Installation in the showrooms included the fitting of Roper Rhodes' units, mirrors, showers and sanitaryware plus the merchandising of the displays with labels.

Phase 1 has been completed successfully with Aspen Concepts project managing the installation of the new Roper Rhodes display into 12 stores. Phase 2 is already planned with Aspen Concepts and will see the displays being rolled out to many more stores around the country.

“ Working with Aspen has been a pleasure, nothing has been too much for them. They easily took the visual designs and turned them into the perfect displays for us, even suggesting a few changes that have improved the overall effect. The partnership between our two companies is working well and we look forward to the future as we roll out this campaign around the country. Their quality of craftsmanship is excellent.”

Simon Taylor MARKETING DIRECTOR, ROPER RHODES

ROPER RHODES®
BATH



ROPER RHODES

Roper Rhodes Ltd is one of the UK's leading independent suppliers of bathroom furniture and bathroom products with a turnover of approximately £49m.

Founded in 1979 and based in the Spa city of Bath they are a family operated business with over 30 years' experience in designing and developing beautiful bathrooms.

Over that time the company has grown to be one of the leading players within the UK bathroom market.



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