

CASE STUDY

Silentnight Group Ltd.



Silentnight needs no introduction. They are immensely proud to be the UK's most trusted sleep brand – as chosen by customers across the UK.

With head office located in Barnoldswick, Lancashire the group produces over 500,000 beds every year. The company has been recognized as a Superbrand for the 13th year in a row. Recognised for passion, product knowledge, exceptional quality and sleep expertise, providing sleep solutions for the entire family.

To be recognized as one of the UK's strongest brand is a huge achievement, and the company continues to invest and innovate to make sure it continues to lead the way.

The Silentnight stores are no exception to this.



BRIEF INTRODUCTION

Silentnight were opening a flagship showroom in the Intu, Lakeside Shopping Centre, Thurrock. On show would be the complete range of silentnight beds, mattresses and sleep accessories for the whole family. The store was to have the wow factor, greeting customers with window screens, a videowall upon entry and a children's area.

The project was commissioned by Silentnight HQ. Universal AV Services were approached as Universal had previously provided audio visual solutions to the Silentnight head office.

Initial conversations took place as to what the showroom would need and Universal AV provided a detailed scope and specification as to how this could be achieved providing to desired effect.



THE SOLUTION AND INSTALLATION

Universal AV Services project manager, worked with Silentnight to gain an insight into their exact requirements.

Two 1 x 2 Phillip 55" LCD Screens were positioned in the window at either side of the entrance as advertising screens, showcasing what the store has to offer. Universal opted to use a Datapath videowall controller on these screens to ensure the image aspect ratio was maintained.

Upon entry to the store Silentnight wanted to wow further, so a 2 x 2 Phillip 55" LCD videowall was installed, as a method to showcase the digital signage messaging Silentnight already used. For any videowall installation, Universal AV use Peerless Quick Release Videowall brackets, having used many on the market, Universal project managers believe none are as easy to install with as the Peerless bracket and they allow for a smooth installation.

Universal AV also provided a 55" LCD screen for the staff meeting room in the store as well as a screen for the children's activity area.

Installation was to take place during the refurbishment of the store. Universal AV liaised with Silentnight and contractors on timescales and deadlines. Universal AV installed the solution during the final phases of the contractor works, ensuring all AV requirements were fulfilled 7 days prior to the stores grand opening.



The media screens in our Lakeside showroom assist in creating theatre within the Silentnight showroom. They have enhanced the customers shopping experience and a more cost effective & environmentally friendly way to communicate our offers and bed collections than posters that require replacement periodically.

Beth Hansell,
Head of Retail, Silentnight