

CO-OP



Changing the Face of a Community Icon

When the Co-op approached us with the idea of a regional roll-out for supermarket rebranding the critical factors were quality, timing and consistency. They saw the quality refurbishment of its stores as a minor investment in the community and wanted to steer away from cheap looking, identikit storefronts. Through collaborative design development and using unusual materials and processes, NES and Co-op created a series of internal and external displays, each set designed to suit a different store but to reinforce the brand across the region.

Many of the stores have illuminated exterior signs using ultrathin, LED, low energy lighting panels and aluminium composite material (ACM) cladding to make the fascias stand out and provide a consistent background to the illumination.

Couple these design features with the inviting window vinyl, particular to each store, and the finishing touches such as hanging aisle signs and you have an individual, yet consistent supermarket brand.



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