



# Shopfitting Case Study

## Astracast, POP Stand

### Overview:

Astracast have been supplying award-winning, innovative, yet practical kitchen solutions for today's homes, for over 20 years. They required a new range of Point of Sale displays to maximise their in-store presence within the independent retail sector. Our shopfitting division, Kennedy Clayton, devised the perfect solution.

### Client Benefits:

The unique design of the stand enabled the range of sinks to be displayed in a very small footprint, making it ideal for the smaller independent stores.

### Key Learnings:

Astracast stainless steel sinks are manufactured from the highest quality stainless steel. We had to ensure the steel we sourced equalled their exacting standards, to enhance the elegance of their range.

### Why KC?:

Once manufactured our warehousing facility allowed Astracast to store their stands for future use and call them off for delivery and installation when required.

*"Their designers seemed to understand our brand ethos straight away and created fantastic concepts, which made it difficult for us to chose a winner!"*

**Product Manager, Astracast**

