

**HRG (UK) LIMITED +
DMU EXPERTISE
= ENGAGEMENT WITH
SUSTAINABLE DESIGN**



The Requirements

HRG (UK) Limited needed the performance of a sustainable approach to retail display shelving evaluating within the challenging environment of a garden centre.

We had to:

- Evaluate the ease of self-assembly and test the shelving units in 4 key environments whilst measuring performance in terms of humidity, sunlight and overloading.
- Catalogue the impact of merchandising over an extended period of time.
- Present the company with recommendations for improvements.



The Solution

We took delivery of four display units, packaged as they would arrive at a retail site then unpacked, catalogued, constructed and installed the display units in the Retail Lab emulating a number of different climate conditioned environments that would be found within a garden centre.

Then through a process of merchandising, de-merchandising and re-merchandising twice daily, for six weeks we identified further potential weaknesses and deformations. This enabled us to recommend design changes via a detailed and comprehensive report.

The Benefits

HRG (UK) Limited was able to use the independent collateral developed through this project to support design pitches to their clients. This enabled them to secure the roll out of this project across the country. From the performance indicators and amended designs, there were no problems encountered with these units in stores that season.

HRG (UK) Limited feedback has been very positive: *"The 'independent' advice from DMU secured a quick decision to proceed with the narrow unit rather than the large unit. Overall the productive experience is one which we will be encouraging other clients to take advantage of."*

How we can help your Business

Here at De Montfort University (DMU), we aim to support organisations in these fast paced times. We can provide expertise that relates to your organisation and the sector in which you operate, enabling your business to prosper and grow. Whatever challenge you are currently facing, our expertise can help to develop bespoke solutions for your specific business needs.

Our Business Services include:

- Expert consultancy services
- Student placements and graduate recruitment
- Support for your business
- Professional development opportunities
- Courses to develop your staff
- Research services
- Specialist facilities and equipment
- Start-up business incubation facilities

The possibilities are endless. We simply present you with solutions, using the knowledge we have acquired. Our team of dedicated Business Development Managers will work with you to help find the right solution.

Building Partnerships

Building partnerships and working with De Montfort University will enable your organisation to benefit from the wealth and depth of our expertise.

Our strong research portfolio and specialist consultancy services mean that organisations across the UK are keen to work with us in a variety of ways. Some of our main partners include Next, Robert Horne Group, British Telecom, Oxford Instruments, Pentland Group, Guidance Navigation, Berghaus and Petainer.