



Lighting – all wrapped up

Beswick Design has developed packaging and in-store fixtures for the European launch of Lutron's range of lighting products.

Creative director, Cris Beswick says: 'Lutron recognised the great difference in the European and American markets. We've worked together with the challenge of developing a fresh approach to break into uncharted waters, where the products are a step forward in technology and function. The company's intelligent lighting looks set to be the next big thing in modernising the home.'

Creating both internal and external packaging structure including all graphics, the design incorporates a linking system to help consumers understand the technology and how the different products work together within ranges and categories.

The packaging was designed for both hanging and freestanding displays, minimising pack variations.

In addition, Beswick Design has created an interactive fixture to display the products, with lighting demonstrated in an inbuilt canopy.

The bay-sized fixture maximises space, delivers clear product information and creates an awareness of the advantages of the new products.

Susan Fox, business unit leader at Lutron, said: 'Beswick Design's expertise in the DIY sector has given us real insight. They have worked with the difficult, technical issues and requirements, meeting each challenge with vigour and a fast, effective solution.'

ALU expands sales team

ALU UK has appointed James Sheehan as a sales consultant specialising in retail. The appointment is a result of the company's ongoing success and further expansion of its UK office.

Sheehan, who has six years experience in account management and sales, previously worked in POS manufacturing and as a buyer for Unilever. At ALU, he will be developing new accounts in the UK fashion and cosmetics market.

ALU is an international design and visual merchandising company specialising in creating visual systems with interchangeable collections of fixtures.

It's official

British men really do hate shopping centres – according to research by Venue Solutions. Despite being the number one leisure destination in the UK, with over 100 million visitors each month, less than a third of men will visit a shopping centre more than once a month while nearly 20 per cent of them say they never go to one.

Half of male respondents said they would visit a shopping centre if it contained bars or drinking establishments while 37 per cent said they could be lured to a shopping centre more often if it offered a better selection of non-retail activities, such as TV and video game rooms, cinemas or even a relaxing reading area.

Dominic Berger, managing director of Venue Solutions says: 'The UK's shopping centres need to get to know who their customers are, learn to better communicate with them and build loyalty. With the right information at its fingertips, a shopping centre marketing team can formulate strategies to attract men and their spending power at this crucial time.' He adds, 'Men spend a huge amount of cash when they shop. One survey by Direct Line showed that one in 20 men across the UK admit to spending as much as £5,000 online.'

The survey interviewed 380 professionals between the ages of 18 and 65.