

# HOARD FAST<sup>®</sup>

internal screening system for rapid segregation



## VisionExpress Opticians

### COMPANY:

**Vision Express  
Opticians**

### LOCATION:

**National  
(multiple stores  
across the UK)**

### OVERVIEW:

**Retail fit out hoarding -  
concession roll-outs  
within Tesco stores**

### SOLUTION:

**Hoardfast**

Vision Express is one of the largest optical retailers in the UK and part of GrandVision, the global leader in optical retail operating in more than 40 countries. With almost 600 stores nationwide, Vision Express first opened its doors in Newcastle in 1988. Built on a passion for the profession, it has gone from strength to strength, driven by a commitment to unparalleled customer service and providing the best individual optical care, the right product and great value. In 2017 Vision Express announced its acquisition of Tesco Opticians, adding 200 stores into its estate and prompting an intensive refurbishment project.

Westgate were awarded the hoarding roll-out project for all store refurbishments including; delivery, hoarding installation and demount, installation of disruption graphics, collection, cleaning and re-delivery. Every store in the UK and Ireland needed to be updated in the five month project schedule, and with some stores being in remote locations in the Isle of Wight and Scottish Highlands, this meant extensive planning was key...

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PARTITIONS | SCREENS | HOARDING | DOORS | PROTECTION SYSTEMS | WINDOW FILM | BLINDS

 **Westgate**



Stores were placed into three categories, small, medium and large, with small receiving 10 linear metres of hoarding and large 25 linear metres. Westgate provided the 2.25m high free-standing PVC Hoardfast panel and offset weighted support foot. Each support had a single 16kg Hoardfast weight installed, these were positioned in 1 metre increments (or every two panels). Over 6000 linear metres of hoarding was installed in total across the project.

Hoardfast PVC was a suitable system for the project because of the ease in which it can be installed. The panels are lightweight, adding to the overall efficiency of the project. The speed of which the panels were erected led to minimal store disturbance, including many installations taking place at night to minimise the overall disruption for the customer, at times there were up to 13 stores being installed at any one time.

The roll out has been a major success, with the first re-branded store opening in Tesco Extra at Thurrock, Lakeside. Vision Express CEO Jonathan Lawson said "It's fantastic to officially begin our re-brand programme with a celebration at our new Lakeside store. This acquisition allows us to offer a thorough and expert optical service to reach more people in even more convenient locations, ensuring former Tesco Opticians customers experience seamless eye health services."

Store manager of Vision Express Tesco Evesham, Chris Sheppard, is also optimistic about the future. "We look forward to welcoming new and existing customers through our doors. With 11% of the local population at a heightened risk of developing age-related macular degeneration, we're here to help residents ensure their vision is the best it can be."

Hoardfast PVC is also manufactured using 85% recycled materials and the ability to hire and reuse the product meant that there was no on site waste, an important part of any eco-friendly construction project for companies such as Vision Express and Tesco who are committed to environmental policies.

**[Visit our website to learn more about Hoardfast](#)**