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JOHN ROWAN & PARTNERS SUPPORT THE DELIVERY OF UK WIDE DIXONS STORES REBRANDING

Dixons Stores Group (DSG) Retail Ltd has appointed construction consultants John Rowan and Partners (JRP) to support a comprehensive £7m rebranding project across its UK portfolio of Dixons stores.

The programme will see existing Dixons stores rebranded under the new banner of Currys.digital to create a new 550-shop division. The rebranding will increase DSG Retail's presence as part of the much larger Curry's chain and reinforce its association with digital technologies. In addition it will generate significant operational and advertising savings. The Dixons name becomes a pure-play e-commerce operation.

Drawing on their experience and expertise in the retail sector JRP has designed and implemented a programme of works to rebrand all 188 Dixons stores as Currys.digital in a time frame of four weeks. In order to avoid store closure and meet their tight deadline regional contracting teams have been rigorously scheduled, working on up to 12 stores per night.

Geoff Perkins, format development project manager DSG Retail said: "We wanted to complete the rebranding quickly with minimum disruption to trading. The new brand will give access to a wider range of products, including household appliances and digital technology and we were keen to make this available to our customers as soon as possible."

As part of the rebranding process JRP co-ordinated the removal of all interior and exterior Dixons branding. The programme has had to adapt to variances between the Dixons stores, making effective project management crucial, both in sticking to the strict time frame and ensuring that all work is completed to a consistent standard.

Chris Bond, partner at John Rowan and Partners commented: "Our involvement in this project has strengthened JRP's 14 year relationship with DSGi and enabled us to further our industry experience and expertise. By working closely with the client to understand their needs we have successfully implemented a programme of works that integrate business operational requirements with the unique demands of each site within a critical time frame."

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Notes to editors:

John Rowan & Partners is a construction consultant providing services to public and private sector organisations, construction contractors, private building owners and all those involved in the property and building cycle. These services range from quantity and building surveying through to development monitoring, cost analysis, budget management and design, and total project management combining all these skills. The company specialises in retail, hotel and housing throughout the UK and in Ireland and Continental Europe. For further information see www.jrp.co.uk