



Retail chain Poundworld chooses [Ti] Installations for in-store security and audio solutions

Background

Yorkshire-based retail chain **Poundworld** is continually expanding its operations throughout the UK. In early 2014, managing director Chris Edwards announced plans to open 50 new stores this year alone, to satisfy increasing customer demand for value-for-money goods.



Challenge

Theft is a well-known problem for high-street retailers. In November 2013, the British Retail Consortium reported that, in the previous year, shoplifting cost UK retailers a staggering £1.224bn. Poundworld, like many stores, therefore needs to safeguard its stock and, ultimately, its profit margins, with the use of **CCTV technology**.

This is not the only in-store installation that the retail chain requires. Keen to provide a consistently pleasant and informative shopping experience, Poundworld also utilises **public address (PA) systems** to play background music and communicate with staff and customers.

Solution

Having worked with [Ti] Installations' two founding directors Kris Johnson and Mark Copley many times over the years, Poundworld is no stranger to the specialist electrical engineering expertise of this Huddersfield-based team.

[Ti] has therefore been lucky enough to tender for numerous CCTV and audio installation contracts in 2014 alone. And the team's highly competitive pricing and commitment to installing reliable technologies, means [Ti] has successfully executed 10 projects for Poundworld in only a matter of months. All have been completed on time and to budget.



CCTV systems in new and existing stores provide a fantastic crime deterrent and help to catch shoplifters in the event of a theft taking place. Facial recognition technology with high-level zoom is fixed on Poundworld entrances and complemented by security cameras fitted throughout the aisles and till

areas. The footage is even relayed to Poundworld's West Yorkshire headquarters for added peace of mind. [Ti] simply audits every store plan and designs the best-fit CCTV system accordingly. If the tender is successful, the team then works around Poundworld's shop-fitting schedule, to ensure the most hassle-free installation. For existing stores, [Ti] works out of business hours to ensure no disruption for customers.



The same applies when installing audio technologies. [Ti]'s PA address systems enable Poundworld to play background music and create an ambient shopping environment that encourages customers to spend longer in-store. The same speakers can also be used to make important staffing announcements for employees, or to communicate with shoppers about special promotions or customer service notifications.

Outcome

Whatever the brief, [Ti]'s West Yorkshire location means its electricians are ideally situated to travel to Poundworld stores the length and breadth of the country. What's more, the team's multi-disciplined installations expertise means Poundworld can utilise a single trusted supplier for different elements of the shop fit out, if required. This provides reassurance that the same high standards will be upheld throughout, and invariably means the installations are more cost-effective too.

Commenting on the relationship with Poundworld, [Ti] Installations' joint director Kris Johnson said: "It is fantastic to be working with such a well-known household name and a growing UK business. We look forward to tendering for more work with this retail giant and hope that we can continue to supply quality audio and security installations for Poundworld, as the company continues to expand."

"As we roll out dozens of new Poundworld stores throughout the country it is important that we select suppliers who can consistently deliver work to the standards we require, within the budgets we set. To date, [Ti] Installations have devised and installed intelligent security and audio systems that will help protect our stores, safeguard our staff and provide a pleasant shopping experience for our customers."

Tim Goodison, chartered surveyor, Poundworld
