

## Showroom case study

### APS Group Ford Showroom Upgrade - Across Europe

INNOVO

Commercial

As part of the Ford showroom upgrade programme across Europe, Innova's brief was to work with APS group to deliver showroom furniture across 3000 dealerships. Each showroom roll-out was planned to include coffee tables, service/check-in desks for the 'Hello' welcome area and a discovery bar for the 'Discover' zone, where customers are given the facility to carry out their research, prior to making any purchase decisions.



### Project Scope and Scale

Over 5,600 furniture and POS items were manufactured in house at a rate of 500 units per month over 14 months, across twelve languages with country site specific requests.

Working closely with APS Group, Innova developed the "design intent" through to working prototype. Product variants and units were constructed for third party assessment and BSEN certification and 3D design details, walkthroughs and specification lists produced.

*“ With the nature of our business and the demands of our end customers they have delivered on a constant basis and always met our expectations. ”*

Andy Shaw, Product Manager Retail Solutions

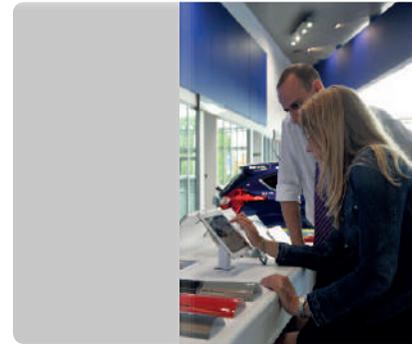
# APS Group Ford Showroom Upgrade - Across Europe

Countries Involved		21	BSEN Certification		3 weeks
Project Value		£5.4 million	Rolling Programme		14 months
Design Development		3 months	Units Manufactured		5600



“ *Innova have met and delivered to a very stringent SLA. They have also recruited personnel to further enhance and develop their QA process.* ”

*Andy Shaw, Product Manager Retail Solutions*



## Solution

Using Innova’s production facility with technical partners a coherent manufacturing strategy was developed. Implementation included installation of new CNC equipment, the recruitment of additional staff and the testing of and agreement on training and packaging formats.

Innova completed third party training for installation companies including factory visits, dealership site training plus production and installation of exhibition show units for international launch events.

A complex and detailed project was delivered on time, on budget and in high quality materials. This roll out has led to further initiatives for design, development and supply with APS Group.

The state-of-the-art showrooms are now poised to provide a unique interactive experience for Ford customers.

