

Superdry Stores

Case Study



- LOCATION: Nationwide
- PRODUCT: Air Curtains & Heaters
- TYPE: Chameleon, CTE, SRE
- CONSULTANT: QED
- CONTRACTOR: Various

In 2008 a nationwide expansion of the brand took place, with stores opening in major cities all over the UK, the majority in University cities. Before the expansion, Superdry clothing was sold only in the London store, House of Fraser concessions and Cult stores. Today the brand is sold in over 20 countries across 4 continents. The 77Breed and SurfCo brands were added to Supergroup's portfolio in 2006.

We have recently supplied equipment to new Superdry Stores in York, Colchester and Newbury. Our architectural Chameleon air curtain has been used over the main entrances as it fits in with the ultra modern decor of these cutting edge stores. The units are supplied with our state of the art controls package allowing for maximum energy savings.

Our CTE & SRE units have been installed in staff areas and stock rooms.

