



- **LOCATION:** Nationwide
- **PRODUCT:** Mirage & Savanna Air  
Curtains, SRW & CTW  
Heaters
- **TYPE:** Standard
- **CONSULTANT:** Hoare Lea & Partners
- **CONTRACTOR:** DIS, Mitie, Hensall

Primark is a British-owned, Irish clothing retailer, operating across Europe and soon the USA. They have over 200 stores in the UK and Ireland. The company's main headquarters are in Dublin; they are a subsidiary of international food, ingredients and retail group Associated British Foods.

In October 2011 Primark opened its first concession model. Primark is now stocked in Selfridges department stores in Trafford Centre, Manchester, The Bull Ring, Birmingham and Oxford Street, London.

Diffusion has worked on a number of projects over the past 5 years with the rapidly growing high street clothing retailer and have recently provided air curtains & heaters to large projects in Manchester and London.