

Benchmark

STAGECRAFT DISPLAY - IDEAS FOR THE FUTURE

Take a tour of Giardini Della Versilia



Italy's leading garden centre

VAN HAGE, PETERBOROUGH
DOBBIES, ABERDEEN
NEWLYNS FARM SHOP
PERRYWOOD NURSERY
FOSSEWAY GARDEN CENTRE



GIARDINI DELLA VERSILIA, ITALY

Giardini Della Versilia is an independent family business on a six acre site at Pietrasanta near Pisa. Plants are the core of this development, from bedding at entry through houseplants and vegetables to a huge range of herbaceous specimens and trees. The choice of Stagecraft units and displays enabled each category to be shown to the best advantage. Olive green finish pressure treated timber blends well with the plants, both for the interior and exterior areas.





The entire centre has a very skilfully designed route map, which ensures customers are brought in through the plant area - a key for sales. They are then lead around the unique and spacious arched roofed main retail area.

Stagecraft manufactured equipment for all aspects of the development including the wrapping desk and the six check-outs, which feature an overhead curved pergola display.





Stagecraft developed a coordinating range of gift cubes, tables and houseplant tables, all white washed with aluminum corner and leg features.

The client required expansive facilities to create gift sets for plants – we worked with them to develop a feature wrapping desk with more than 24 metres of serving space.





Spacious external areas for pots and terracotta have been equipped with heavy duty shelving and plinths, along with feature shingle roof.

Aquatic plant tables cater for Giardini Della Versilia's comprehensive range of pond and water plants.



VAN HAGE, PETERBOROUGH



Stagecraft developed an exciting new colour in conjunction with Van Hage for their exterior displays.

This was then used to great effect on their plant tables, featuring aluminum corners and open braced legs, grouped and set at a variety of heights and shapes.



PERRYWOOD NURSERY



For this brand new extension to a family garden centre, Stagecraft supplied chunky gift tables, cubes, slatwall, wall units, plinths & gondolas all in a solid Farrow & Ball painted finish. A mix of glass & solid wood shelving maximises display flexibility.



DOBBIES, ABERDEEN

This new site continues Stagecraft's long association with Dobbies.

Stepped Water Feature display area.

Feature "D" shaped hot spot end tables and triple surround shrub tables with splay end & square trellis panels which include built in ticket strip.

Aluminum nursery tables complete with folding legs & castors.



NEWLYNS FARM SHOP



Highlighting Stagecraft's adaptability to produce to a customer's unique specification. Wall Units with shelving constructed from Pine lamboard.

Featuring segmented sections, stepped plinths and storage cupboards.

Octagonal fruit and vegetable display/self serve island and simple stepped crates all in the customer's chosen coloured lacquer finish.



VINCENT DAVIES

Heavy duty shelving wall units and gondolas allowed Vincent Davies to use a mix of hooks and shelving according to the varied product ranges in the Pet Care section.



DERBY HOUSE SADDLERY

A different challenge, Stagecraft units adapted to a new range of products. White melamine with moulded edges and timber trims for a light and airy shopping experience.



FOSSEWAY GARDEN CENTRE



Fosseway Garden Centre's displays were supplied in a smart black stain finish.

Standard bedding tables with half octagonal ends including chunky POS rails, interspersed with large hexagonal tables, some with second tier, to create height for displays. Together with Stagecraft's versatile 4 tier display units, with shelves that will tilt and can also be removed.



GARDEN CENTRE

Internal & external superior quality display and merchandising equipment for garden and DIY centres.

Established in 1986, Stagecraft has grown to be the premier supplier of Garden Centre display and merchandising equipment to both the large chains and independent outlets, throughout the UK & Europe.

SHOP FITTINGS & DISPLAYS

A collection of counters, shelving, tables and displays in a wide choice of styles and sizes, available with standard or customised finishes.

See our specialist collection of fittings and merchandisers designed specifically for the **FARM SHOP**.

SUPPLIER MERCHANDISERS

Design & bulk manufacture of bespoke, product specific merchandiser display.

Prototyping service.

We always welcome the chance to provide you with a free review & price comparison for your existing supply.

SPECIAL OFFERS

Pallet deals and best value standard stock items always available. Please view our website for latest information.

COMPLETE SERVICE

Stagecraft offers a complete service from initial concept design & layout, supply and installation.

SEASONAL DISPLAYS

See our specialist range of flexible, seasonal displays developed to help you make the most of your retail space and create that "wow" factor.



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