

# JJB Sports



When it comes to the look of their stores, JJB Sports go to greater lengths than most to remain at the forefront of modern retailing.

With a nationwide chain of 420 stores - and a European presence in Amsterdam and Rotterdam - Lancashire-based JJB Sports have gone from strength to strength since former Blackburn Rovers footballer David Whelan started the company in 1976.

Today's approach follows a proven formula of pro-active marketing which focuses on a wide range of value-for-money sports merchandise. To keep pace with this dynamic approach makes serious demands on the company's interior design policy.

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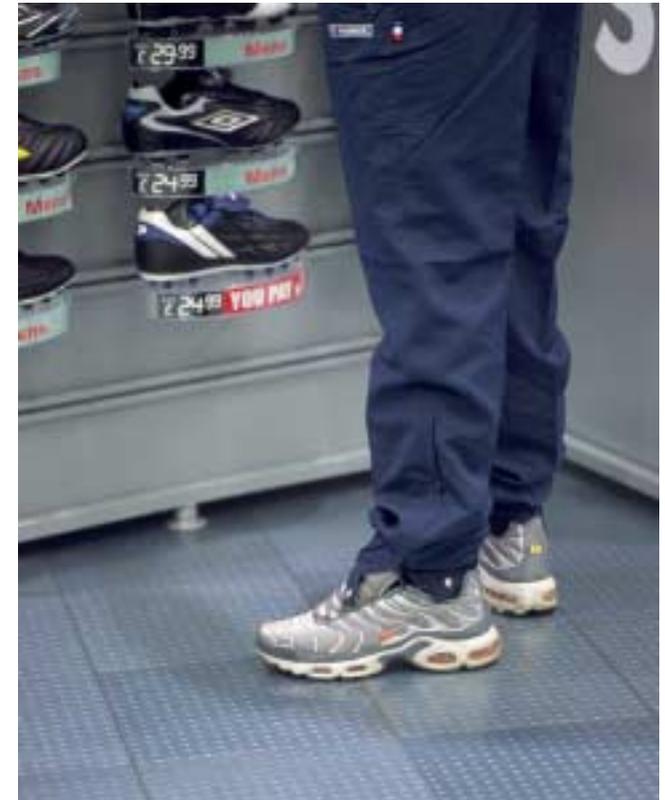


With a view to updating its well-established image and creating a new and innovative store design format, the company's Property Department recently trialled a new concept at the Walsall store. This proved to be very successful

and was subsequently rolled out across more than thirty stores in the UK, Ireland and Holland.

A fresh and modern lilac, blue and silver theme was used in the textiles and shoe areas, whilst a more traditional beech finish was reserved for the golf department. The bold saw-tooth wall design in the (textiles and) shoe area was given further definition by perimeter merchandise boards where colour-coded backboards indicate whether the products are for kids, ladies or men.

Additional features such as the bulkhead, downlighters and freestanding benches lend a distinctive look to the shoe area which was further enhanced by the use of Amtico flooring, as Associate Director Tom Ward pointed out:



"We first saw Amtico at the NEC show and were impressed by its interesting three-dimensional appearance," said Tom. "It was used as part of the overall concept at our Walsall store and it goes superbly with the other fittings."

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"Pressplate Zinc Stud tiles edged with Meteor Silver stripping is laid with a sweeping curved edge which differentiates the shoe area very effectively and creates a fresh, contemporary look.

"We've been so impressed with the effect created by Pressplate Zinc Stud," Tom added, "that we're using it to define circulation areas and create a modern feel at the health and leisure clubs we run at bigger JJB sites."

Design: In- House

Amtico Products: DP38 Pressplate Zinc Stud and MP38 Meteor Silver stripping