

SP Group

Décor, POS and display panels are essential to create the ambience, style and sophistication of in-store presentation associated with the leading retail names. More 'environmentally conscious' retailers aim is to reduce their impact on the environment across the whole of their operations. This philosophy is often reflected in their choice of substrates including display boards which increasingly have to be FSC certified whilst providing all the traditional benefits of stunning print associated with promotional displays. Enter **Beautiful Board**, created to exacting specifications especially for this purpose by Robert Horne and their manufacturer and printed by **SP Group** for one of their clients, a leading UK retailer.

Louise Howard, Account Director for SP Group in Redditch explained why the production of Beautiful Board was nothing short of a "minor miracle" ensuring SP Group was able to meet the demands of their client.

"The request from our exclusive client was short but specific; they required a POS display board that was both high quality but also FSC certified. In this case they had a promotional deadline which required the sourcing, trialing and printing of this new material in six weeks! Robert Horne ensured that this could be done, speeding up the timescales involved and developing this new product from scratch in a matter of weeks. Beautiful Board provided exactly what they were looking for and ensured that SP Group was able to provide the environmental credentials, quality and impact required within the timescales expectations of our client.

To complete the whole chain of custody procedure, Robert Horne was paramount to SP Print gaining FSC, with their help and guidance we were able to push through our certification. The success of this project has ensured that SP Group will continue to provide quality POS work for our clients, especially those who require FSC certified options in the future."