

DATA 43

Welcome

Hello and welcome to the latest issue of Data, which we have had redesigned to be easier to read and is in keeping with the design of our website.

The focus for this issue is the work we are doing with iSmash, the UK's leading tech repair specialists, which was launched in London in 2013 by entrepreneur Julian Shovlin.

As we all rely so much on our smartphones the iSmash commitment to a high quality, reliable and quick service is key to driving their success. At Datum we like to think that our long-standing commitment to quality and client service dovetails well with iSmash's philosophy and we are proud to be part of their retail delivery team.

We are also close to completing a major project for Liberty of London, a phased refurbishment of Ladieswear on the first and second floors. We will be bringing you details of this projects before the end of the year.

If you have any questions about the services we offer or would like to arrange to discuss a forthcoming project I would be delighted to hear from you.

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Director

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investment in their joinery works they have recently taken delivery of a new edgbanding machine that applies laminate, PVC and timber lippings quickly and accurately, whilst trimming and cleaning up at the same time, which will significantly improve their productivity.



In 2017 iSmash embarked on a new retail identity by London-based Gravity Design, with Design Directive providing QS and project management services. Datum was chosen to work with Gravity Design to implement the new retail concept at the existing iSmash store on the Kings Road and to fit-out a new store on Tottenham Court Road.

Datum's involvement also included the development of a new bespoke merchandising system in white gloss laminate and Corian, comprising retail wall bays, display units for refurbished handsets, cash desks, waiting bars, parts storage units and technical desk areas — set behind

full height glass screens to allow customers to view the repairs in progress.

At the majority of the new or refurbished stores Datum has installed ceilings, lighting, air conditioning, wall linings, partitions, glazed screens and decorations; for the flooring Datum installed a combination of porcelain and conductive tiles (to prevent static build-up in the technical areas).



"Working on a 2-3 week site period Datum has successfully completed over 12 projects, from Brighton to Manchester, always on time"

Combined with the quality of Datum's project delivery, iSmash is forging ahead with their ambitious expansion plans — with the confidence that their new stores we fit-out will be delivered on time and to their exacting standards.

Datum has just been appointed to deliver four further stores, along with the manufacturing of all the iSmash's bespoke joinery items that will be used across their growing estate.



Commenting on iSmash's relationship with Datum, Managing Director Julian Shovlin said: "It is a pleasure working with Datum, a company that fully understands what we are trying to achieve. They are proactive and very flexible, and their attention to detail is second to none. We know that they will deliver each new store to our exacting standards and we look forward to developing our relationship further."

The concept for iSmash was born out of the need for a trusted and reliable smartphone, tablet and computer repair specialist, which would provide professional, affordable and convenient service.

Julian found that the market for repairs was completely under serviced and fragmented, despite the fact that the majority of people in the UK own a smartphone and other personal computing devices.

Using genuine manufacturer parts, offering a one-hour repair turnaround and a lifetime warranty, iSmash has gone from strength to strength, with branches across London, on the high street and in centres such as Westfield and various railway stations. The company's success and ambitious growth programme has seen it branching out across the country, with stores recently opened in Meadowhall, Manchester Arndale and Bristol

ACCREDITATIONS

RECENT CLIENTS



AKQA | Accessorize | All England Lawn Tennis Club | Amathus Drinks |
Aston Martin | Ballymore Properties | Calzedonia | CADW/Conwy Castle
Visitor Centre | Chelsea & Westminster Hospital Trust | Christie's | David
Clulow Fortnum & Mason | Glasgow Riverside Transport Museum | Glen
Grant Visitor Centre | Grove Hotel Watford | Hackett | Harrods | Hidden
Hearing Hilton Hotels | Hotter Shoes | House of Fraser | Intimissimi | Imperial
War Museum | Jose Pizarro | iSmash | Jumeirah Lowndes Hotel | Liberty
| Lotus Cars | Luxottica | Melissa Odabash | Missoni | Monsoon | Museum of
London Ogilvy | Palace of Westminster | N.Peal | Penhaligon's | Rezidor Hotel
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