

CASE STUDY

ABOUT

Elite Pro Sports are a Sports Wear/ goods retailer based in Yorkshire, specialising in e-commerce and distribution. With over 30 years experience in production and retail within the leisure industry and along with their brand Oxen are the main sponsors of Leeds Rhinos Rugby football league.

With multiple stores throughout the country, Elite Pro Sports are continuing to grow. They have recently added the official Leeds Rhinos super store in the Merrion Shopping Centre Leeds to their portfolio which has become their new flagship store.

THE BRIEF

Elite Pro Sports were looking for full retail rebranding at which point Visual Group were contacted to consult on a new concept for the Group.

With the use of eye-catching signage & graphics that would attract attention from the mall and entice customers inside, the store would feel more like an experience for the consumer & result in customers enjoying & sharing with others.

Following the initial briefing meeting, the team at Visual Group set to work, creating concepts and ideas.



Company Name

Elite Pro Sports www.eliteprosports.co.uk

Location

Yorkshire

Sector

Retail



Projection signs made with ACM fret cut trays with LED illumination

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THE SOLUTION

This project offered a number of solutions for both the shop entrance and inside the store. The shop interior used a wide range of ideas as part of the interior design, retail racking included LED neon engraved scaffold board, acrylic table tops, free standing inspirational words, digital printed large format wall graphics and curtains, flat acrylic letters ,3D built up acrylic letters with halo LED illumination.



Fret cut flat acrylic letters



3D built up metal letters with green halo LED illuminations



Inlaid LED neon on an engraved scaffold board, printed acrylic table top & free-standing words

THE RESULT

“ Shane Miller - Owner of Elite Pro Sports

“We are absolutely delighted with the ideas and the work from Visual Group, they were there every step of the way, from the initial briefing and brainstorming meetings through to manufacture and installation to help achieve our vision. We aim to open many more Elite Pro Sports shops throughout the UK and will definitely be using Visual Group as our preferred partner.”

“ Nigel Spencer - Director at Visual Group

“We are finding more and more projects these days from clients asking for signage & graphics to help enhance their interior design and customer experience. These projects are really exciting and showcase our versatility as a design and manufacture company.”



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