



01 Team Floreeda celebrating 25 years of being in business at the resort in Spain where it all began.  
02 Inside a typical JD Sports store; multiple use of Perspex® acrylic for interior fittings and point of sale.

03 Simple shelving in Perspex® Fluorescent acrylic.  
04 Illuminated branded boxes for New Balance trainers.  
05 Beautifully crafted Perspex® Clear acrylic display cases.

06 Illuminated branded boxes for Converse.  
07 More branded point of sale.  
08 Interior design featuring large-scale, wall-mounted messaging.

# Celebrating Floreeda

[ Encouraging creativity and innovation ]

25 years ago this summer, husband and wife team, Alun and Jill Jones were holidaying on the Costa del Sol in Spain when they made the brave decision to set up their own plastics company. They called it Floreeda – a Spanish name that would stand out back home in the UK and act as a constant reminder of the sunny holiday that changed their lives. Today, their son, Paul, who has continued to build the company's established reputation for quality and service, runs Floreeda from its base in Stockport, northwest UK. GF talked to Paul about his work with Perspex® acrylic in retail, hospitality, corporate identity and beyond.

## ☑ In taking on the family business, what has been your focus?

PJ: Continuing to invest in new manufacturing equipment, techniques and staff has positioned Floreeda in the niche, bespoke market where our flair for design and innovation flourishes while ensuring that we remain competitive on all standard point of sale items. We currently have 11 employees and my parents are always on hand to help at busy times!

## ☑ Tell us about the kinds of services you offer?

PJ: We will manufacture anything out of acrylic - from a one-off panel to thousands of display units that are distributed across Europe according to a customer's own design; we're also happy to create designs from a brief. I'm very proud of the state-of-the-art equipment that we've invested in, which allows us to offer a wide range of processes including: laser cutting and etching, raster engraving, digital printing, line and radius bending, forming, diamond and flame polishing, fabrication, routing and blow moulding.

## ☑ Who do you supply?

PJ: I am not able to name many of the brands, as we don't always supply direct, however, the following names will give you an idea. For retail displays, we work direct with JD Sports, size?, Selfridges, Footasylum, and Bargain Booze. For museum display cases – Manchester Museum, Manchester Art Gallery, Handel House Museum and Stockport Hat Works. We also work in the cosmetics industry on POS, with design agencies that deal with large, blue chip organizations delivering retail store fit outs, with exhibition and signage companies and individuals.

## ☑ You are in a highly competitive market, what sets you apart?

PJ: Our quality and service definitely set us apart in this industry.

## ☑ What do customers value most about your business?

PJ: Reliability, we will do exactly what we say we will do.

## ☑ In the fast-moving retail sector, what do customers expect of you?

The retail industry expects product consistency and that's where Perspex® works hand-in-hand with Floreeda in the supply chain. We're also experiencing



an increase in quick turnaround jobs so the ability to receive the full range of Perspex® acrylic from PDL's Blackburn branch in a short lead time is invaluable.

## ☑ What do you like about Perspex®?

We love the ever-expanding range of Perspex® acrylic options.

## ☑ In what ways do you think it is particularly suitable for the retail industry?

PJ: The retail industry is all about visual communication; a strong brand requires strong in-store presence. Retail designers and visual merchandisers are always trying to push the boundaries with their displays so working with such a versatile material that is available in such a wide range of colours and finishes is a designer's dream.

## ☑ What emerging trends do you see affecting what you supply into retail?

PJ: Trends in our industry work a little like the fashion industry; they go full circle! Take the fluorescent range of colours - one minute everyone is specifying and the next minute, nothing...but I guarantee they will always come back to it because, used correctly, this material is hard to beat.

## ☑ It's Floreeda's 25th anniversary this year – how are you celebrating?

PJ: Our 25 year celebrations started at the beginning of June with a social media campaign showcasing our manufacturing history and celebrating staff past and present and ended with the team going back to where the original idea was born, Floreeda in Torre Del Mar on the Costa Del Sol. ☑

More: [www.floreeda.com](http://www.floreeda.com)

