

WORKING WITH CJ LANG

At Smart Graphics, we are fortunate to enjoy excellent working relationships with an array of clients across multiple areas of their businesses.

We enjoy an excellent relationship with CJ Lang (franchisees for over 100 retail stores across Scotland).

CJ Lang and Son are the wholesaler for Spar Scotland, the largest symbol group in Scotland with over 300 convenience stores.



Paula Middleton (Marketing Manager at CJ Lang) tells us a little more about working with Smart Graphics. "Having worked with Smart Graphics for many years in previous life it's been a real pleasure to work with them more recently in a completely different industry. They have supported us in terms of fleet branding where we've really pushed the boundaries and applied graphics to many of our vehicles that travel the length and breadth of Scotland every day. In addition to this, Smart Graphics have worked with us to support the rollout of our new Food to Go concept - CJ's. This support has involved surveying many SPAR stores across Scotland and working with us to apply both external and internal graphics".

The food to go programme saw the CJ's brand rolled out across stores with an aim to provide hot food options in Spar stores across the country. There was a clear need to promote the new CJ's brand with updated window graphics and internal signage to build customer awareness. Given the size of CJ Lang's estate in Scotland and the variations in terms of store sizes, the team at Smart Graphics embarked on a surveying program to assess the needs of each individual store.



The project management team at Smart worked in conjunction with the marketing team at CJ Lang to determine which stores would take priority in the ongoing roll out programme. Key stores were identified, signage and graphics manufactured and fitted in order of priority. At Smart Graphics, we are experts in delivering major rollout programmes across multiple locations. With fitting teams based across the country, we are well equipped to deal with both internal and external signage, window graphics and surface solutions for retailers.

Striking brand design for the "Food To Go" concept helped to promote the launch to customers - new and old. When delivering a new product range, it is important to consider where to best place branding in order to maximise impact. Strategic distribution helps to make sure that customer focus is on the areas that enjoy highest traffic. Our knowledgeable team are on hand to work with our retail partners to determine how to position branding in relation to their stores.

The rollout programme has been a massive success with the "CJ Food To Go" brand now recognisable in stores across the country...

