

Griffin Opens First Retail Store

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27 June 2012

Griffin celebrates its 20th anniversary with a first take on retail-- a Griffin Store located in London's Westfield, Stratford City, across the Olympic Stadium.



The double fronted store covers 139 square metres and features a 9m glass storefront. Various sections allow customers to test out Griffin products, from mobile device chargers to Crayola-branded products and in-car accessories.

An interactive play area features HELO TC remote controlled helicopters and a showcase for the Griffin iDevice case range, where customers can drop an iPad (in a Griffin case) down a 4m "Drop Zone."

The Griffen Business Solution range also finds use across the store.

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