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Maplin announces the rollout of its "store of the future" rebranding initiative, following "significant" improvements in both sales and footfall at refurbished outlets.



Designed by 20.20, the "store of the future" format made its debut on November 2016 in The Beehive Centre, Cambridge. Since then it was adapted and refined at 6 other stores in Staines, Sittingbourne, Crewe, Salford, Oxford and Chesterfield. Maplin says these stores have seen an average Y-o-Y sales increase of 15%, as well as an 18% increase in footfall.

The store format features interactive digital displays developed by SignStix. Maplin says the Cambridge Beehive outlet saw over 20000 digital interactions with the smart home kit on display, with customers interacting with the technology and getting advice from store staff.

Another feature of the redesign is a reduction of product density, making for easier navigation. A Smart Life hub area lets customers interact with products, consultation areas and interactive tables show how devices link and work together, and in-store communications based around product stories encourage greater shopper engagement.

“It’s gone exceptionally well,” the retailer says. “We are seeing significant like-for-like growth since we re-launched the stores. The customer’s responses have been fantastic; over 70% of people who have walked through the doors of Cambridge said this store is significantly better-- not just better, but significantly better-- and over 90% of people think the store is a massive step forward.”

The launch at the Beehive store has paved the way for the opening of a further 20 new store formats, before the "store of the future" rolls out into 130 stores by end 2017.

Go Success of Maplin's Flagship "Store of the Future" Paves the Way for UK Rollout