



Asda Supermarket flagship upgrade

ASDA Supermarket - Bespoke In-ceiling Loudspeakers

Asda's flagship store in Basildon, an impressive installation not least for its sheer scale, is now kitted up with i-ceilings speakers.

Location: **Basildon, Essex, UK**

Client: **Asda**

Client:

Asda Stores Ltd trade as Asda is based in Leeds, West Yorkshire, and is a British supermarket retailer. Founded in 1949 by the combined forces of, then, the supermarket owners Asquith family and the Associated Dairies company in Yorkshire.

Expanding into the south during the 1970's and 1980's, Asda was purchased by American retail giant Walmart and continues to be the second largest supermarket chain in Britain since 2003.

System Requirements:

Asda's recently completed flagship store in Basildon is extremely impressive, not least because of its scale! The new store's vast area, combined with highly reflective hard surfaces could make for an acoustic nightmare; however, using i-ceilings Sound Panels throughout the store for in-store marketing and PA announcement, has resulted in incredibly intelligible, high quality sound reproduction.



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The Solution:

As the Asda store features Armstrong metal plank ceiling tiles (as opposed to standard 600 x 600 mineral fibre tiles), the requirements of the system were accommodated in providing i-ceilings metal plank solution.

Product:

- i-ceilings Metal Plank Solution



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T. 0115 9770075 or email info@cie-ltd.co.uk

CIE-Group Ltd 3 Widdowson Close Blenheim Ind Est Bulwell Nottingham NG6 8WB England
T: +44(0)115 9770075 F: +44(0)115 9770081 E: info@cie-group.com W: www.cie-group.com

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