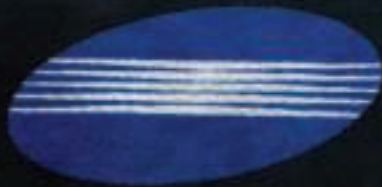




KONICA MINOLTA



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# copier cats

There are no two ways about it: 55 Baker Street is by any measure a landmark building. For a company of Konica Minolta's stature, it's the right place to be. Delivering a brand message that underscores the company's high performance products and services is at the heart of this story.

Konica Minolta's new ihub in London represents a significant investment, so it's important to understand the business drivers behind this impressive facility. But first, for the uninitiated, let's explain a little about Konica Minolta. With global sales now in excess of £7 billion, the corporation is a world leader with optical technology products and services essential to all areas of digital imaging. In this country alone, Konica Minolta record sales of over £150 million, with a dominant share of the colour copier market of particular note.

Yuki Kobayashi, Managing Director of UK operations, clearly sets out the thinking behind ihub London. 'Our continued expansion and success means that we require a

case study



►►prestigious international business centre for our customers. The ihub London provides us with this important facility in the nation's capital. London is one of the leading business centres in the world and a company of Konica Minolta's stature requires an appropriate presence in the city. Our many customers, including our major corporate accounts, can see the cutting edge document processing technologies that Konica Minolta offers in an impressive setting. As the leading document imaging supplier, it's right that we should have the best London Centre.'

Richard Pearce, Head of Corporate Services and Business Reform, expands on the theme. 'Our concept for ihub London was to create a showroom for our office MFP's and our Professional Printing Products – for demonstration to our end users and dealers. Furthermore it won't just act just for London, or even the UK, it will be used for customers and dealers from the UK and North Europe. The Managing Directors of several of our Nordic operations attended the recent official opening. They firmly believe they will utilise the facility greatly. The location is superb for London and the UK as it is close to most mainline London termini, and superb for Europe, being convenient for the Heathrow Express and Eurostar.'

Unsurprisingly for such a business critical operation, the ihub has been sympathetically and subtly designed to maximise customer impact and user functionality. Konica Minolta engaged Herriots, who carried out full turnkey design, specification, procurement and project management – encompassing all aspects including partitioning, flooring, electrical, mechanical and plumbing, as well as furniture and specialist joinery. Apparently, the relationship had its beginnings on a smaller regional office in North Wales, as Herriots' Johnny Wilkinson explains. 'Having worked with Konica Minolta before, they knew what we could do, but more importantly, I think, we had worked hard to 'scratch the surface' of the business to understand what was required to create an efficient and effective environment. Probably the key feature of the design is that we've built in a high degree of flexibility which allows logical product displays with virtually unlimited scope for changes in future product displays. The provision of flexible work or meeting areas is also designed to create a suitable environment for a wide variety of users. In short, the space won't restrict Konica ►►►►►►►►



▶▶▶ Minolta's business objectives, but instead will enhance productivity.

'With such a landmark building it was important that we incorporated appropriate design detailing. For example, there are contemporary base build architectural features not wholly compatible with standard partitioning products, so there was a strong need for detail design to ensure high quality coordination. We've also made use of special flooring products to allow access to the raised floor void – Dalsouple Dalmagnetic magnetic backed rubber floor tiles. That underfloor void is purposely high capacity and highly flexible – with particular emphasis on supporting current and future product demonstration layouts in the most effective way.'

This is a cutting edge customer facing facility, with an impressive array of highly

technological products. The Konica Minolta brand of course is strongly presented in the way the space is designed – and this is subtle brand positioning which stresses an experience. First impressions on entering the ihub for example, are dominated by a monolithic Clarke Rendall bespoke reception desk which seamlessly blends ebony veneer and LED feature lighting. It's a pleasing mix of contemporary/corporate style, which sets an appropriate and impressive tone. The reception desk's theme is carried through to Clarke Rendall's complementary bespoke meeting tables which, as you would expect in such a space, are fully interactive.

The clean, neutral colour scheme does its job well: displays are enhanced and products stand out. What makes the ihub's design work so well is its intelligence and

understated quality. Herriot's extensive use of Komfort Polar full-height glazed partitioning offers an open feel and introduces natural light to the full depth of the showspace.

It turns out that this is design that works, as Richard Pearce explains. 'The reaction from everybody – staff and customers alike – has been superb, everyone thinks it is great. What works so well is the combination of the design, the location, and the standard. What's more, it's worth pointing out that though the timeframe was tight and challenging, Herriots did a great job!'



## essential ingredients

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|------------------------------|---|
| Client:                      | • Konica Minolta Business Solutions (UK)                          |
| Design & Fit-Out:            | • Herriots<br>0151 227 9518                                       |
| Systems Furniture:           | • Senator<br>01282 725000   |
| Carpets:                     | • InterfaceFLOR<br>01274 690690                                   |
| Flooring:                    | • Dalsouple<br>01278 727777                                       |
| Glazed Partitioning:         | • Komfort<br>01293 529500   |
| Reception & Bespoke Joinery: | • Clarke Rendall<br>01908 391600                                  |
| Fitted Kitchens:             | • Howdens<br><a href="http://www.howdens.com">www.howdens.com</a> |