



EVERYTHING TAKEN CARE OF

At CAPS everything starts with.... You.

We know where you are coming from. We understand your pain-points. Working hand in hand, with maximising customer experience in our blood, we are here to seamlessly deliver comfort and safety along with our 'one stop shop' service.

We are your neighbour, your local partner, speaking the same language and with the experience you need.

What can we take care of for you?

KEY FACTS ABOUT CAPS GROUP



OUR DNA - MAXIMISING COSTUMER EXPERIENCE

Our tagline "Maximising Customer Experience" defines the way we do business with our customers. All of us, from top to bottom, play an important role in building long-term, solid partnerships.

There might be different customer expectations regarding the product and material type or service needed, but there is one thing that we are determined to deliver to all clients – exceptional customer experiences.

We have to understand the challenges our customers experience with their customers. We will do our part in meeting your customers' expectations. There is no magic, no tricks. The right attitude is what matters.

HOW FAR WE CAN REACH: LOCAL INTERNATIONAL COMPANY

We pride ourselves on being a truly local, yet globally connected partner for our clients. Working closely with retailers both in their home markets and internationally, we have grown to be flexible in our service in order to provide them outstanding customer experiences wherever they need it.



WHAT WE DO:

CAPS Group provide fixtures, fit-out and maintenance services for interiors and display within retail, hospitality and other commercial environments across the globe.

'One stop shop'

As a global retail services company, CAPS Group offer complete bespoke solutions for retail environments. We provide customers a complete 'one stop shop' package of services, starting from design and merchandising through manufacture, installation and fit-out to on-going store maintenance.

We specialise in delivering roll-outs across Europe or wherever your next store might be.

HOW FAR WE CAN GO: TAKING INITIATIVE

At CAPS we always aim to bring more to the table. We are committed to go the extra mile.

We don't hesitate to use the latest concepts and technology, such as AR/VR, to shorten the decision making time for our customers. Or set up a presence in a new market, if a customer needs our support there.

For our key customers we have developed bespoke CRM software allowing for online access to current projects. The programs are tailored to the individual client's requirements. A great tool for helping to maintain brand consistency across a diverse or international store network.











MANUFACTURE

FIT-OUT & CONSTRUCTION

MAINTENANCE

HOW MUCH WE CARE: TRUST, HONESTY, PARTNERSHIP

We believe in partnership. It has never been our goal to be the biggest company in our market, with the largest list of clients. Instead, it is important to us to be exceptional in what we do – investing our unique skills and resources into our business relationships with our clients. You can rely on us to be fully committed partners in your project.









STORE DESIGN:

With ever increasing competition among retailers, you want your store to stand out from the crowd and yet stay true to your brand.

During the store design process we seamlessly blend your requirements with our know-how on trends, technology and customer purchasing behavior. We pay careful attention both to creativity and functionality: CAPS design retail environments to not only bring brands to life, but also as effective tools for increasing sales.

STORE FIXTURE DESIGN:

When designing fixtures we take into account quite a mix of ingredients: style, functionality, material specification and durability. In the end, the fixtures need to blend in with the store environment and the brand touch and feel.

Critically, the fixtures are to present merchandise in an attractive, eye-catching manner, while not competing for the shoppers' attention.

POS DESIGN:

CAPS designers create POS stands and displays that are successfully applied across many retail sectors in Europe.

With decades of experience and an in-house R&D Center of Excellence, we offer efficient POS designs from simple to even the most technologically challenging projects. We expertly mix together shapes, colours, materials and technology to equip our clients with a display that sells.

Our fixture and POS design services include 3-D drawing, 3-D printing and full prototyping.







STORE PLANNING:

We begin with an in-depth retail space assessment done by our team of retail experts. The critical sales density metric is fundamental for us when designing fixtures and planning inventory holding. In the next stage, we design bespoke fixtures according to brand guidelines and DNA.

NEW STORE OPENING SETUP:

Our dedicated team provides strategic VM implementations according to brand guidelines with customised retail staff training programs. We prepare and provide clients with all the directives, planograms and look books necessary during the VM implementation. We also create bespoke window displays and in-store presentations.

REGULATED STORE VM VISIT AND REVIEW:

To provide the most efficient results we always measure our effects by verifying ROI and KPI metrics in reports prepared for our clients. We make audits based on set checklists and current launch guidelines.

VISUAL MERCHANDISING AND SALES WORKSHOPS AND TRAININGS

Tailored and customised to your business needs: we provide an all rounded training programme for your retail staff.

Programmes include:

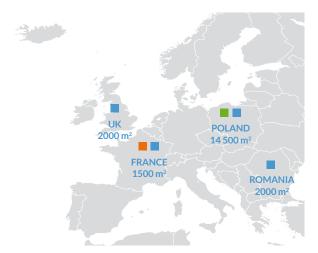
- Basic and advanced visual merchandising techniques
- Effective retail display
- · Retail sales techniques
- Store layout effectiveness





CAPS GROUP MANUFACTURING FACILITIES:







IN-HOUSE OUTSOURCED

CAPS' in-house manufacturing and warehousing space totals 20 000 m²

FACTORY MANAGEMENT OVERVIEW:

- Lean thinking following Total Quality Management theories, we have been implementing lean practices in our premises incrementally since 2013.
- Customer focused processes everything we do aims at adding value to the products we provide to our customers. This way of thinking is fundamental across our factories.
- Data and the PDCA improvement cycle we believe in continuous improvement as a way of working, day-to-day. In order to achieve our goals in this area, we are continuously gathering data on how we work in order to gauge the results and fine-tune our efforts.

QUALITY:

Certifications are only pieces of paper unless the standards they represent are deeply integrated into the structures and thinking of a business and its employees. In CAPS, we treat our certifications extremely seriously. We consider achieving certification to be only the first step in an on-going process of maintaining and building on the standards the certificate represents.

OUR CERTIFICATIONS:



ISO 9001: Quality Management System (General)

ISO 14001: Environmental Management System

ISO 3834-2: Quality Management System for

Fusion Welding of Metallic Materials

MACHINERY & MATERIALS

IN-HOUSE BOARD MANUFACTURE:

- HOLZMA OPTIMAT HPP 330 Panel Saw
- CNC HOMAG Venture 316M 5-axis
- CNC HOMAG Weeke Venture 3
- CNC HOMAG BHX 055
- CNC HOMAG WEEKE OPTIMAT BHC 550
- CNC MASTERWOOD PROJECT 250
- HOMAG Edgebander AMBITION 2274
- BRANDT Edgebander OPTIMAT 230C
- Semi-manual Edgebander for Curves
- HOMAG BUTFERING OPTIMAT SWT 325
 Board Sander
- KUPER Glue Applier
- KUPER Veneer Stitcher
- JOOS Hot Press
- MAYER Veneer Guillotine

IN-HOUSE METAL MANUFACTURE:

- Fiber Laser Sheel Metal Cutter
- Plasma Sheet Metal Cutter
- AMADA Bending Press
- ERMAK Bending Presses
- ERMAK Sheet Metal Guillotine
- ERMAK Automatic Profile Puncher
- Profile Cutting Saws
- LINCOLN Welding Stations
- Various Drilling Machines
- Various Grinding Machines
- Punching Machines
- Powder Coating Line
- Spray Painting Shop
- TIG, MIG and Spot Welding





R&D CENTRE:



The CAPS Group have a specialised centre for work with acrylics and resins. Our engineers are able to develop and manufacture bespoke solutions for displays with acrylics and/or resins in retail using state of the cutting-edge software and equipment.

MATERIALS & FINISHES:







BOARD:

- Melamine Board
- Laminate Board
- Chipboard
- Mdf
- Plywood
- Veneer
- Solid Surface
- Sprayed Board

METAL:

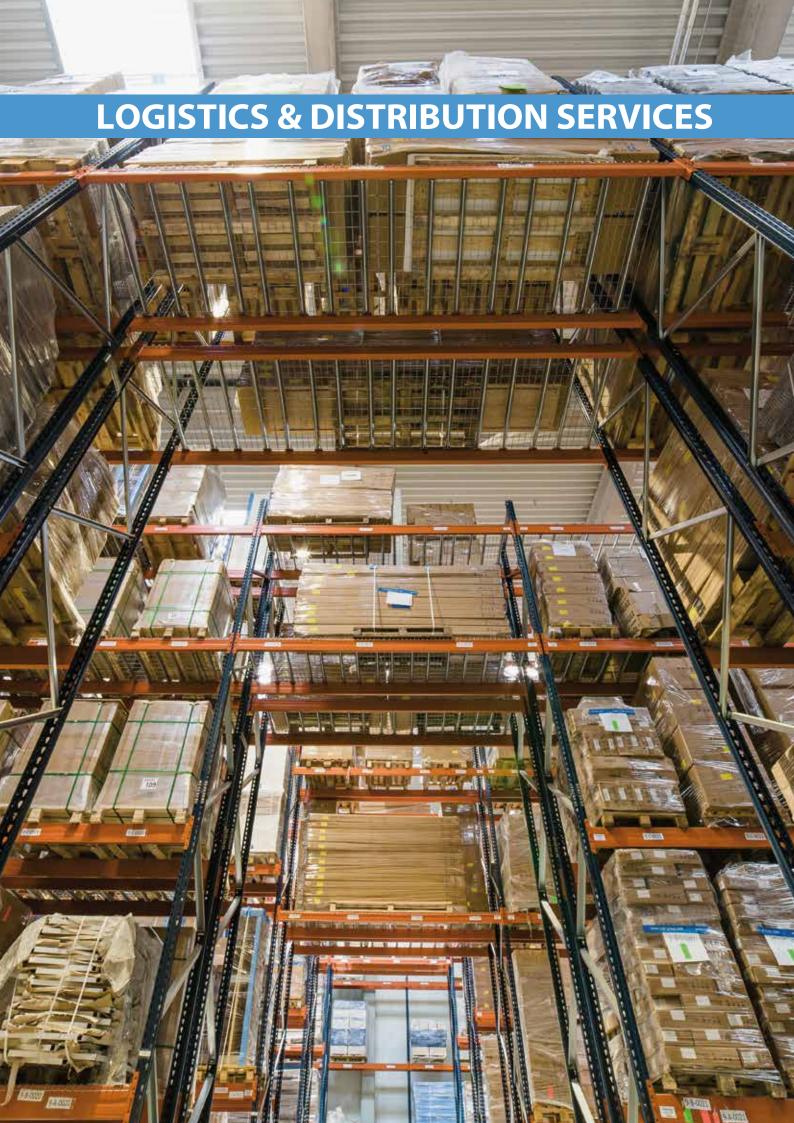
- Mild Steel and Stainless Steel
- Sheet Metal
- Profiles/tubing and Wire
- Wet Painting
- New Semi-automatic **Powder Coating Line**

Acrylics

- Plastic, Thermoformed Plastics
- Plexiglass
- Carbon Fibers

OTHER MATERIALS:

- Glass
- Led and Standard Lighting
- Resin With Addition Of Metallic Pigments





Our Gorzow based logistics & distribution centre is at the heart of CAPS operations. Conveniently located in Central Europe, the logistics hub is connected with the CAPS Group production and distribution units in the UK (Manchester), France (Marseille) and Romania (Arad). This way we can provide flexibility and efficiency distribution requirements to meet the growing needs of our customers and support them in their expansion across Europe and beyond.

LOGISTICS & DISTRIBUTION CENTRE IN GORZOW, POLAND

Our brand new facility was completed in the 3rd quarter of 2019 and has significantly upgraded our offering to our clients:

- Warehouse area of 4 500 sqm
- 5500 pallet spaces
- Designed and built especially for our requirements to suit our customers' needs
- Located in Poland, close to German border
- Modern SAP warehouse management system to optimise logistics costs and minimise environmental impact



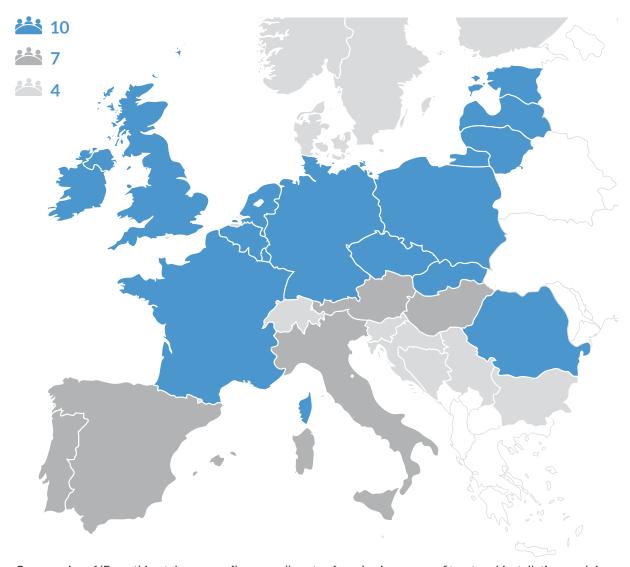








FIT-OUT TEAM COVERAGE ACROSS EUROPE:



Our promise of 'Everything taken care of' covers all parts of our business – our fit-out and installation work is no exception. We use external suppliers and specialist subcontractors on our sites to allow us to deliver every aspect of your project Our network of suppliers and subcontractors are carefully selected and fully audited, ensuring their working practises and health & safety records meet our standards. Our in-house Project Managers work with our teams on site to deliver your project to programme and on budget.

We belong to :

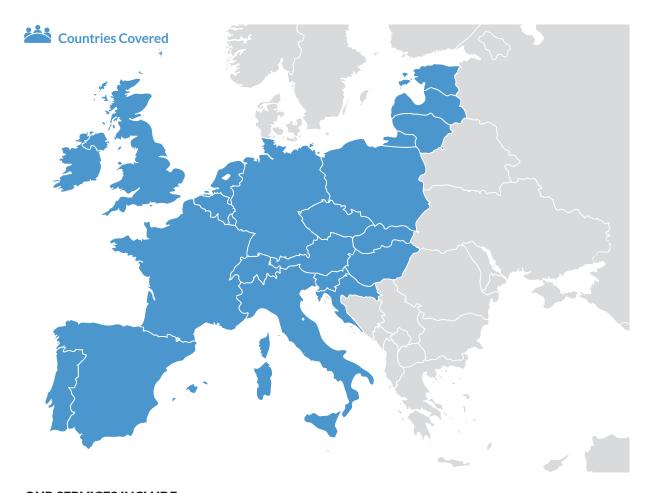








MAINTENANCE SERVICES COVERAGE IN EUROPE:



OUR SERVICES INCLUDE:

- Preventive Maintenance planned periodic site visits and inspections required by law
- Reactive Maintenance repairs on request
- Emergency Services civil works, construction-repair works and internal installation works
- Reports and Photographic Documentation
- Furniture Repair and Replacement
- Project Management

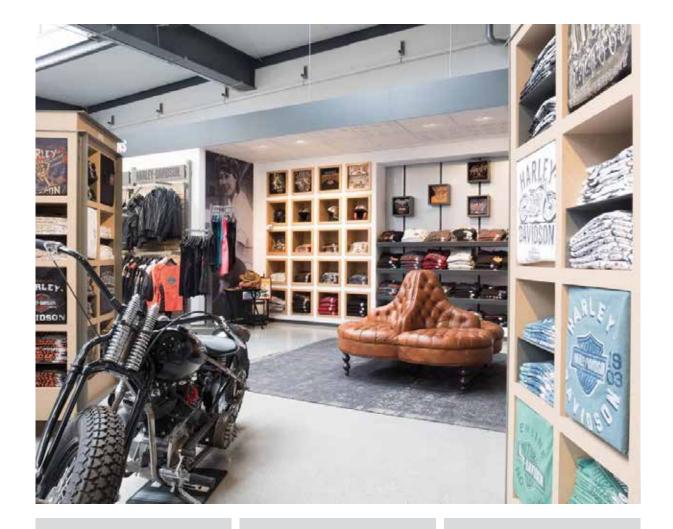
WHY CAPS

- 24/7 Customer Service
- Teams Opearating across Europe
- Experience Serving both Small and Large, Corporate Clients
- Working in Accordance with Lean Management Values
- Working on Tasker, a specialised maintenance services management software





CASE STUDY: HARLEY-DAVIDSON®



735Dealerships
Supplied

75Countries

2010
Cooperation
Since

ABOUT THE CLIENT:

Harley-Davidson® is the legendary American motorcycle manufacturer, founded in 1903. It is an iconic brand widely known for its loyal following — with owner clubs and events worldwide as well as a company sponsored, brand-focused museum.

Harley-Davidson® dealership in Berlin. Design and setting by MDAG. Photos: by courtesy of MDAG



- Manage multiple supply chains in various regions for branded metal and wood fixtures and fittings for Harley-Davidson® dealers across the globe.
- Keep up with the dynamic brand image through regular launches of new fixture collections.

- CAPS manufacture and supply fixtures and fittings to Harley-Davidson® dealers via two supply chains: one in Poland and one in China.
- All fixtures are manufactured identically in both locations to ensure global brand consistency for H-D.
- Supply is supported by a dedicated online CRM program dealer fixture tracking orders and archiving dealer fixtre data for the client.
- In partnership with Harley, CAPS lead periodic adaptation of fixtures to new Harley-Davidson® merchandising strategies and communicate changes to the dealer network via personalised catalogues and informational materials designed specifically for each region.



Harley-Davidson H-D Moto® Collection example

CASE STUDY: PEPCO



1300 Stores **Completed**

Poland **Czech Republic** Lithuania Slovakia Slovenia Hungary Romania Estonia

Latvia

Croatia

Bulgaria

2008 Cooperation Since

ABOUT THE CLIENT:

Starting from scratch, Pepco has grown dramatically over the last twenty years and is now able to boast a store network of over 1800 locations across 11 countries. The strong growth continues for Pepco with expansion into further markets and continued growth in existing ones.

Source: https://pepco.pl/o-nas/materialy-do-pobrania/zdjecia/



- PEPCO required a consistent, high level of customer service including delivering fixtures and store fit-out for their fast growing network.
- The client wanted to ensure that a shopper walking into a store, whether it was Bucharest or Warsaw, was delivered the same, unique customer experience.

- We manufacture all of the metal and joinery shop fixtures in our factory in Poland and via our sourcing operations based in Hong-Kong.
- Our teams are efficiently executing full store fit-out services of within 2 days per site.
- CAPS are supporting PEPCO with developing a region-wide customer service network keeping up with the client's expansion.
- A dedicated online tool allows our client to track the progress of orders in real time.
- The retail environment is changing constantly, therefore we also assist PEPCO with new fixture development, prototyping and rolling out of new items into the store network.







CASE STUDY: COTTON TRADERS



32 Stores Completed

UK

2014
Cooperation
Since

ABOUT THE CLIENT:

Cotton Traders are a British brand first established in 1987. The company currently operates over 100 stores in the UK. Cotton Traders offer a range of casual clothing for men, women and children, as well as soft furnishings and accessories for the home.



- The goal of the project was to redesign the Cotton Traders store interiors to improve customer experience.
- Cotton Traders' requirement was also to ensure optimal costumer flow within the store.
- Another challenge for our team was a short deadline for finalising the new design concept.

- Our designers, in cooperation with Cotton Traders' team, created the new store concept and design.
- When designing the new store arrangement we optimised the customer journey for the best customer experience and best product exposure.
- We manufacture bespoke joinery, metalwork and all other fixtures.

- Fit-out services include flooring, wall finishes, I ighting and signage (sourced by CAPS Group approved sub-contractors).
- Some of the re-design projects require completion under an extremely tight schedule: we managed to successfully complete them in just 9 weeks from an initial idea until final installation.









CASE STUDY: TIM HORTONS



19 Stores Completed

UK

2017
Cooperation
Since

ABOUT THE CLIENT:

Tim Hortons is Canada's largest quick-serve restaurant, 50 years established, offering coffee, breakfast, snacks and cold beverages. The brand has a presence in America and UAE too, with over 4000 stores in total around the world. Since 2017 the brand set their sights in England, Wales, Scotland and Northern Ireland opening 25 cafes so far.

Tim Hortons Bury New Road store, in Salford



- To work closely with the client's designers to fine tune the design of the fixtures, then to manufacture and deliver bespoke counter fixtures to 19 stores. CAPS were awarded main contractor works on 8 of the stores, which involved full project management and fit-out services working with both our own contractors and client-appointed contractors to make the vision a reality.
- We were able to demonstrate what our UK and Polish manufacturing teams could do, as well as our fitout teams, in order to meet the client's rollout programme.

- We provided an ideal one stop shop for our client, bringing our design, manufacturing, building and installation competencies together under one roof, fitting out 6 Tim Hortons stores. Manufacture and design came from both our UK and Polish facilities in order to maximise productivity and minimise lead times.
- The CAPS team have worked closely with the client to achieve a rollout of the stores to programme, providing fixtures for 19 stores to date.

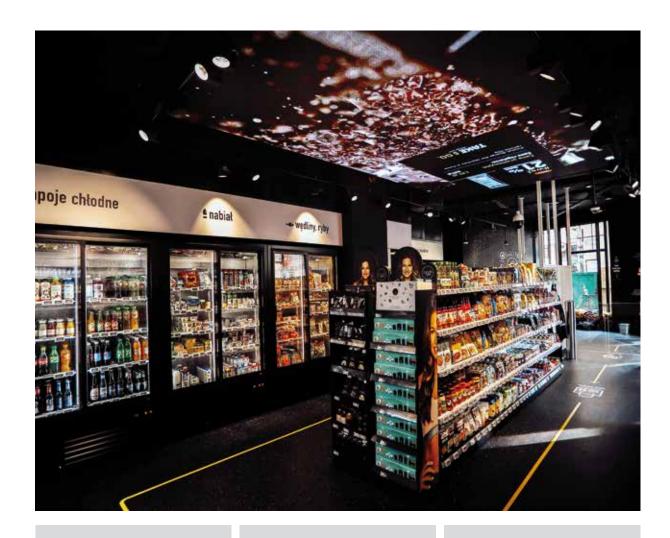








CASE STUDY: TAKE&GO



3 Stores Completed

Poland

2019
Cooperation
Since

ABOUT THE CLIENT:

Surge Cloud is a Polish, Poznan – based company that specialises in inventing and delivering digital solutions for retail businesses. The technologies include smart store, smart shelf, retail analytics or cashless payments. Surge Cloud owns the Take&GO convenience store brand: an integrated technology-packed store concept to enable an efficient and fast shopping experience.



The investor, Surge Cloud, was looking for an experienced partner to help to make the first Take&GO store concept reality. It was important for the client to team up with a shopfitting partner with operational capabilities to roll-out a store network in Poland, and potentially beyond.

- CAPS participated in the refinement of the store concept by value-engineering of the fixtures.
- We provided fixtures and fittings for 3
 Take&GO convenience stores developed by Surge Cloud.
- Our installation teams installed all the fixtures and fitted out the inside of the stores seamlessly incorporating Surge Cloud's intelligent solutions throughout the store.
- We also did the full construction works for the stores.









CASE STUDY: SPORTS DIRECT





130 Stores Being Serviced Poland Slovenia
Czech Republic Portugal
Hungary Spain
Slovakia France
Netherlands Belgium
Luxemburg Cyprus

2016
Cooperation
Since

ABOUT THE CLIENT:

Sports Direct.com is a subsidiary of Sports Direct International plc, a retailer group from Great Britain. The group is the UK's largest sports-goods vendor operating around 700 stores globally.



- Sports Direct required a consistent, **high level of maintenance service: preventive, reactive and emergency maintenance services** for their network in Central Europe.
- The client wanted to ensure that all the stores were kept in a **proper technical condition** to avoid unnecessary and costly downtimes and ensure quality customer experiences.
- Sports Direct needed a cost effective, 24/7 service that ensured their store standards were controlled across the region in a consistent way.

- We provide maintenance service to all 98 Sports Direct stores in the region.
- We have been providing a 24/7 customer service via a central hotline for store managers, responding to preventive, and reactive needs with local teams as well as resolving emergency cases within hours of them being reported.
- Our client-dedicated project managers have ensured efficient communication within the client's network and have been dealing with the necessary paperwork including post-visit reports and photographic documentation.
- We have developed new initiatives and processes to keep pushing our service level ever higher-Maximising Customer Experience.





CLIENTS























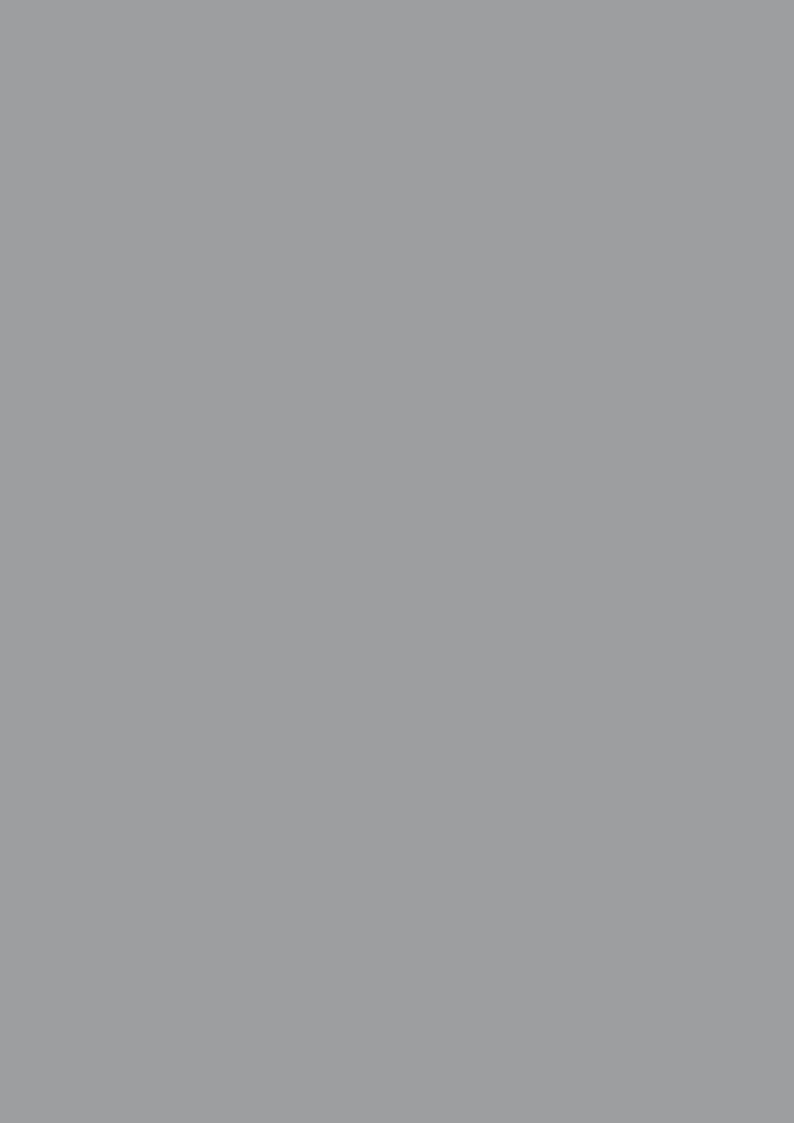














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