



**PZ CUSSONS**

**UK HEADQUARTERS**

**MANCHESTER**

**CASE STUDY**

## Pure AV helps PZ Cussons provide and maintain a vibrant, stimulating and flexible working environment.

PZ Cussons is a dynamic consumer products group, operating across, Africa, Europe, Asia and North America, employing over 5000 people and an innovator of brands such as Imperial Leather and St Tropez.

In 2009, PZ Cussons competitively tendered the work required for their brand new 40,000 sq.ft corporate headquarters to be located next to Manchester International Airport. The Audio Visual contract included the design, installation and ongoing maintenance and support of audio visual and video conferencing equipment across the new building.

Pure AV's ability to demonstrate a clear understanding of the organisation's objectives and a strong focus on a long term, partnership approach secured them the project. As Chris Colesell, Head of IT said at the time, *"Pure AV quickly emerged as a front runner, with their understanding of our requirements, willingness to partner and approach to the demanding requirements we had around innovation and flexibility"*.

The new headquarters was to be the company's flagship building; the vision to provide a vibrant stimulating and flexible working environment to connect people and inspire innovation. Of paramount importance was the enhancement of the staff and visitor experience as was the strategic objective to facilitate effective communication and knowledge transfer within the organisation.

The challenge for Pure AV was to meet the architect's vision and client's expectation in a pragmatic way that would deliver everyday benefits to the company.

### A WORKPLACE FOR NOW AND THE FUTURE

Pure AV put together a proposal to ensure that the audio visual and VC solutions specified were scalable, resilient and able to evolve to support the international growth ambitions of the organisation. The designs would also carry the impact required to create the 'Wow factor' such a high profile building demanded. The whole package was then supported by a full wrap around maintenance contract agreed for an initial contract term of 5 years.

### A CONSISTANT USER EXPERIENCE

The initial project featured a wide variety of spaces including 26 meeting rooms, 3 board rooms, executive offices, event spaces and a large atrium area. The rooms were designed to offer a consistent user experience across all room types with a carefully thought out, easy to manage user interface to help minimise the resource required by PZ Cussons to support room users.



The latest video conferencing facilities allowed communication at the click of a button and provided a boardroom ready to play the latest presentation to a global audience. Each area integrated what was the latest sound technology with high quality video sources and mobile AV carts added the flexibility to bring in extra equipment.

To further simplify the management of the support and maintenance of equipment, Pure AV was able to facilitate co-terming of the support contracts for the VC equipment and synchronise contract renewal dates across PZ Cussons full Polycom estate.

In the time since the initial installation Pure AV has worked with the team at PZ Cussons to develop and update the technology specified within the meeting rooms, both as additional rooms have been added and existing rooms upgraded. The emphasis always on ease of use and the introduction of solutions that are receptive to new technology without disruption.

**“** We wanted to change the way our employees worked on site. That goal has been achieved. PZ Cussons also wanted to have wow factor on the visitors, that too was **”** certainly achieved.

**GED BITHELL**

Head of IT services, PZ Cussons

## SOLUTIONS NEW TO THE UK MARKET

The Atrium is one of the 'high impact' areas within the building and an important space in which to present to visitors and staff the dynamic, forward thinking nature of the business.

The display solution here had to be impactful yet considerate of the environmental challenges of the space. Pure AV was able to work closely with leading display manufacturer Christie, to gain PZ Cussons access to prototype product under non-disclosure for evaluation.

The soon to be launched Microtile video wall technology ticked all the boxes. It was bright enough to cope with the light South and West facing atrium; it was lightweight and high resolution. There were practical benefits too, with low power consumption and minimal maintenance requirements, helping to address the planned location 5 metres above the Reception desk and support the organisations objectives for an eco-friendly building. PZ Cussons was the first installation of its kind outside of the USA.

## AN ONGOING SUCCESSFUL PARTNERSHIP

Almost a decade on and the building still has the desired impact with staff and visitors alike. Pure AV has continued to work in close partnership with PZ Cussons and in the eight years since the initial installation and has completed works at three other PZ sites.

The initial 5 year support and maintenance contract was renewed for a further 5 years. The scope of the contract was extended and updated to include the AV and VC across all four sites and now covers in excess of 63 rooms spread between Manchester and London.

*“ Our experience with Pure AV has been top notch from day one some seven years ago. They are totally professional and expert in what they do. We have given them many challenges over the years and they have always delivered.*

*Considering the amount of use our equipment gets on day-to-day basis, problems have been very rare, and in all cases their response is swift and the problem resolved quickly.*

*I would wholeheartedly recommend Pure AV for their uncompromising expertise in what they do and their friendly staff with whom I have dealt for over seven years.* ”

**PAUL MCLOUGHLIN**

Facilities team leader, PZ Cussons

