

Mewscraft

Commercial Design & Refurbishment



COLLECTIONS 2022

mewscraft.com



Hal Cripwell
Managing Director

From the director

Mewscraft started in a small garage in 1991 with a display system for Opticians, designed and developed by my brother and I. From that humble start, we became experts in optical display, and then moved into refurbishing complete interiors. I've always loved design, and take great pleasure in seeing the impact that good design can have on a premises, a business, and on the lives of those who benefit from it. As a design, display and refurbishment company, the team at Mewscraft has an exciting time... deadlines, challenges, and a great sense of achievement when products are created and projects completed. This brochure aims to give an insight into how we can help you and your business.



Amy Robins
Senior Interior Designer



Tianna Guanzon
Interior Designer



Christian England
Interior Designer



Linda Richards
Accounts






Katie Cripwell
Marketing

To discover how the future could look for your business contact us today.

Mewscraft Ltd
Wyastone Business Park
Wyastone Leys
Monmouth
Monmouthshire
NP25 3SR
UK

Tel. +44 (0)1600 891 522
info@mewscraft.com
www.mewscraft.com

 twitter.com/Mewscraft
 facebook.com/Mewscraft
 pinterest.com/Mewscraft

Mewscraft

Commercial Design & Refurbishment



Wall Displays	5-7	Display Rods
	8	Framed Rod panel
	9	Acrylic Pod panel
	12	PIN Panel
	13	PUR 2
	14	LED Cubes

Freestanding Units	15-20	Shelving
	21	Mirrors
	25	Eliza Showcase
	26	Glass Top Storage
	27	Wall Mounted and Freestanding Storage

Desks, Seating and Lighting	29	Dispensing Desk
	30	Reception Desk
	32	Chairs
	33	Lighting

Window Display	37	POS System
	38	Array System
	39	Scope System and LED Poster Panels

Case Studies	2	The Optical People
	10	Soham
	22	Dipple and Conway

	34	Eyeland Opticians
--	----	-------------------

Editorial	14	Latest Trends
	40	Next Steps

CASE STUDY

Practice Refurbishment The Optical People Chepstow

This Optical Practice in the heart of Chepstow needed a completely new look, as it had not been refurbished for many years. As the first lockdown eased in the Summer of 2020, we set to work with a brief to be adventurous. Our designers were free to explore new boundaries!

With careful space planning, removal of a wall and some new partitioning, we were able to fit in a second consulting room. This was important, to allow the practice to grow. We also updated the electrics, decorated throughout, and provided new flooring and lighting.

The design choices with respect to the flooring, colour scheme and the displays and furniture are completely original. The graphics to the walls add an extra dimension, with the abstract giraffe and colourful parrots bringing the children's area to life. The plywood display units and dispensing desks look clean and crisp giving the space a refreshing feel.

The result is a contemporary, characterful practice. Our customer loves it, as do we!



THE OPTICAL
PEOPLE

Silhouette
ICONIC EYEWEAR MADE IN AUSTRIA. SINCE 1964.

Wall Displays

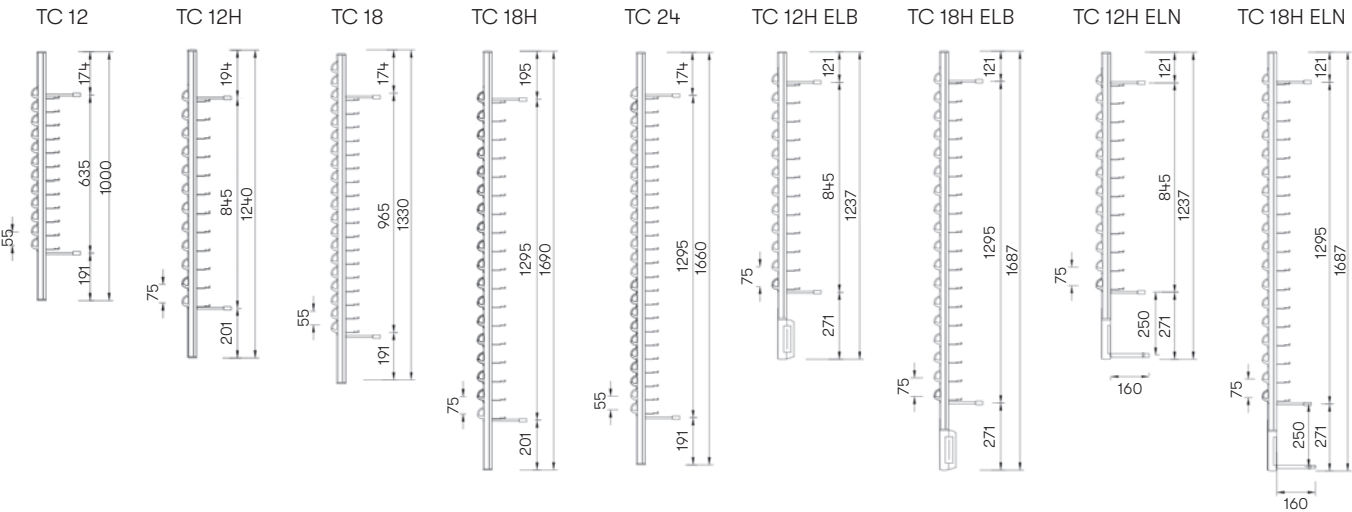
Over the years, Mewscraft's designers have developed a range of bespoke displays. With the high demand for tailored interiors, our bespoke range sets Mewscraft apart from other optical display companies. Alongside this, we source displays and furniture from all over the world, so that we can offer our customers what is best for them.

Tubix Circo

The Tubix Circo rods are ideal for both ophthalmic frames and sunglasses. The locking bar disappears into the rod when unlocked, which leaves a clear gap for easy removal and replacement of the spectacles. This display rod, with an anodised aluminium finish, is available in a range of lengths. You can choose from non-locking, key-locking, mains or battery electronic locking options. Display rod prices include the mounting kits.



Dimensions



Prices

Product Number	Non-locking	Key Locking	Remote Locking
TC 12	£ 76.81	£135.66	-
TC 12H	£ 99.12	£147.13	-
TC 18	£ 99.12	£170.08	-
TC 18H	£116.97	£181.55	-
TC 24	£121.43	£198.76	-
TC 12H ELB battery powered	-	-	£314.99
TC 18H ELB battery powered	-	-	£337.30
TC 12H ELN mains powered	-	-	£314.99
TC 18H ELN mains powered	-	-	£337.30

Accessories



Snap-on Mirror
£23.22



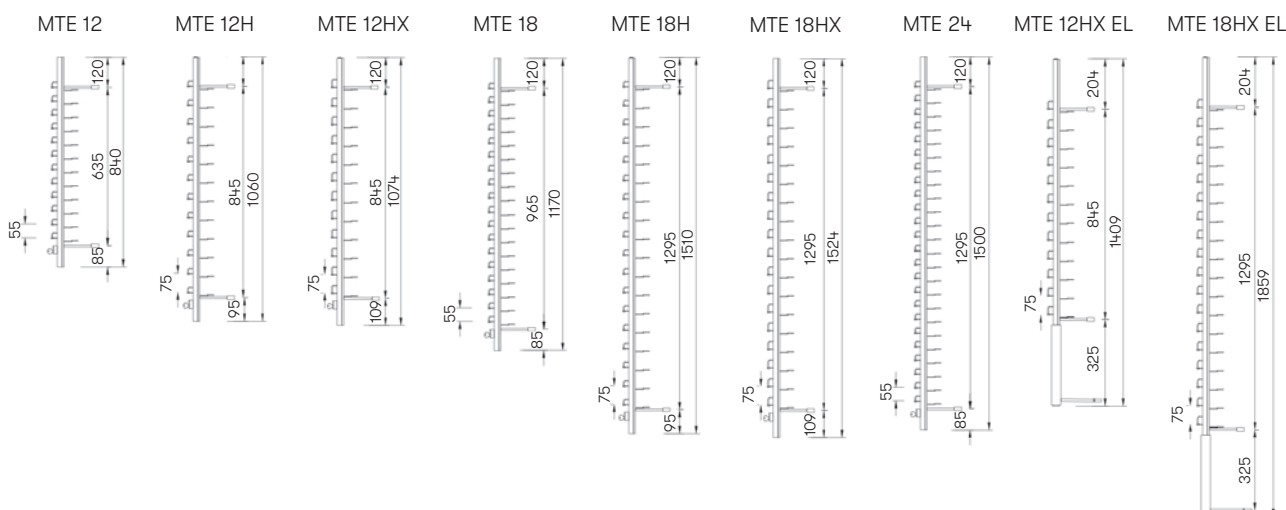
Snap-on Logo Board
£24.22

Mini Tubix

The Mini-Tubix range is a well proven and extremely successful display. Minimalist, with an ultra slim profile and available in a range of lengths. You can choose either non-locking, key-locking, mains or battery electronic locking options. Display rod prices include the mounting kits.



Dimensions



Prices

Product Number	Non-locking	Key Locking	Remote Locking
MTE 12	£74.58	£131.09	-
MTE 12H	£77.35	£135.66	-
MTE 12HX	-	£140.23	-
MTE 18	£104.64	£166.68	-
MTE 18H	£106.88	£173.58	-
MTE 18HX	-	£180.38	-
MTE 24	£124.72	£198.76	-
MTE 12HX ELB battery powered	-	-	£370.54
MTE 12HX ELN mains powered	-	-	£314.22
MTE 18HX ELB battery powered	-	-	£415.15
MTE 18HX ELN mains powered	-	-	£353.42

Accessories



Snap-in Mirror
£46.56



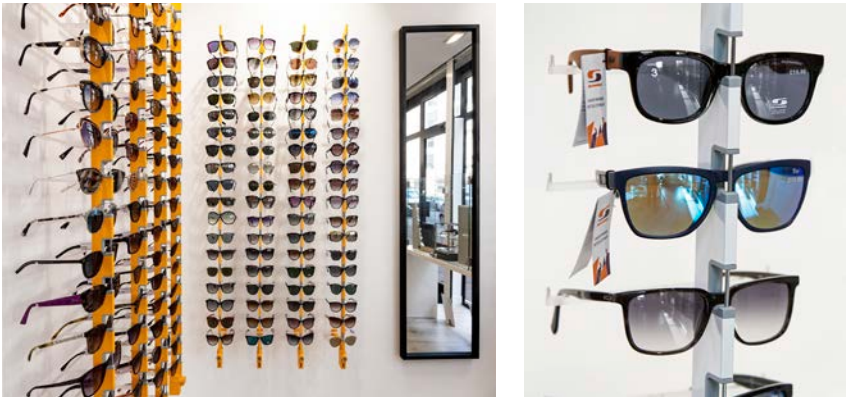
Snap-in Logo Board
£24.22



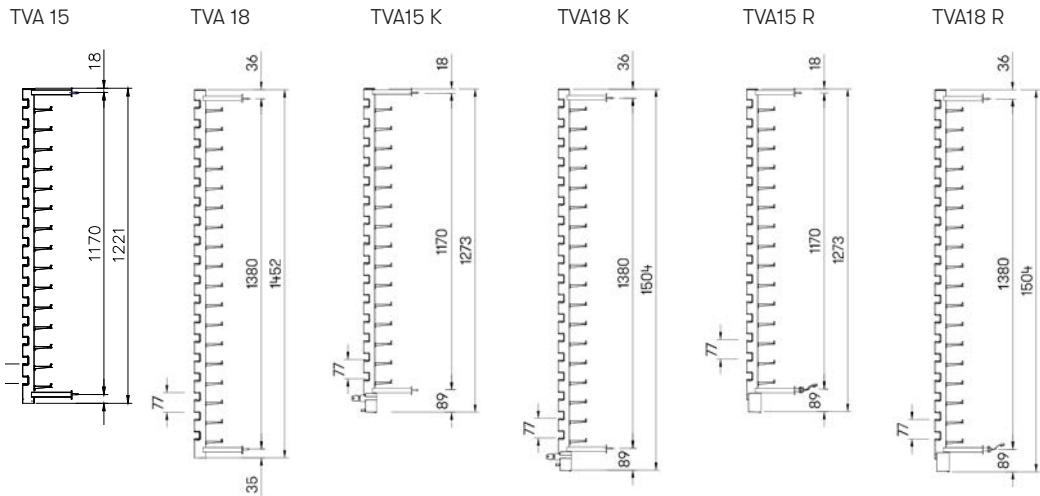
Dual Satin Logo Board
£18.89

Alumina

The Alumina rod is a modern looking and versatile product for spectacle frame display. As well as the standard colours and lengths below, custom variants are also available. There are mounting bracket options too, with the possibility of rotatable brackets. You can choose either non-locking, key-locking or remote controlled locking. Display rod prices include the mounting kits.



Dimensions




Prices

Product number	Non-locking	Key Locking	Remote Locking
TVA15	£ 97.72	-	-
TVA18	£109.41	-	-
TVA15 K	-	£180.58	-
TVA18 K	-	£201.82	-
TVA15 R	-	-	£393.02
TVA18 R	-	-	£425.95
TVAFIX	£ 17.50		


All available in white as standard.

Special lengths and special number of positions available.
Rotating fixings available. Top and bottom fixings available.
Special colours available.


Accessories




Alumina Top
Logo Holder
White
50694
£19.72



Alumina Flexible
Position Logo
Holder
White
50691
£19.72



Alumina Poster
Holder, A5
White
50692
£34.80



Alumina Mirror, A5
50693
£52.20

Rod Panel

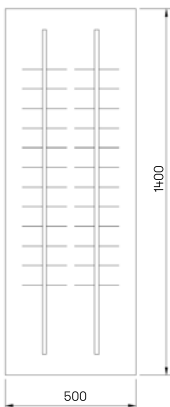
Display rods can look amazing in the right setting. Here we have mounted them on a frosted acrylic panel and put a frame around them. We can create these panels for you in different sizes, with different coloured frames. And if you want to add LED lighting as a halo around the frame, or backlighting to the acrylic, we can provide this too.

If you prefer we can provide a background with an alternative finish: black, white, wood effect, wallpaper or paint. Examples below have non-locking rods but we can do locking too. And there is a choice of which display rod you have and how many frames you want on each rod.

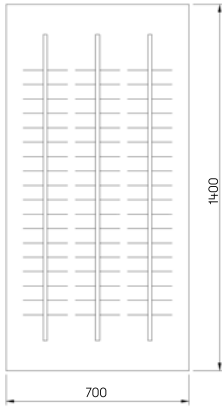


Dimensions

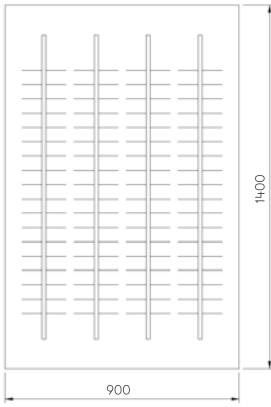
RPF 50/14
From 24 no. frames



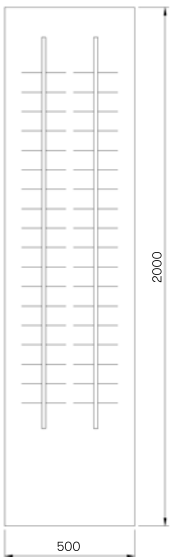
RPF 70/14
From 36 no. frames



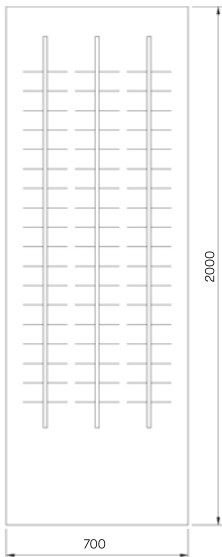
RPF 90/14
From 72 no. frames



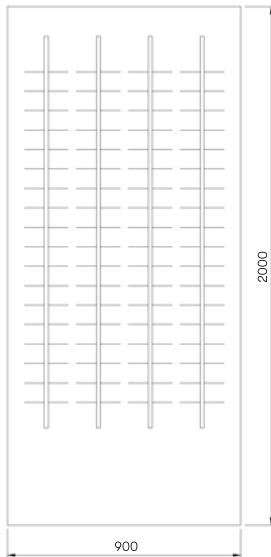
RPF 50/20
From 36 no. frames



RPF 70/20
From 54 no. frames



RPF 90/20
From 72 no. frames



Prices with frame option 1 on white background

Product Number	
RPF 50/14	£753.00
RPF 70/14	£927.00
RPF 90/14	£1,116.00
RPF 50/20	£992.00
RPF 70/20	£1,173.00
RPF 90/20	£1,384.00

Details

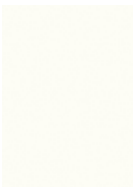


Frame Option 1



Frame Option 2

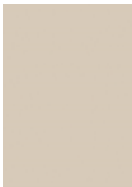
Finish Options



Matt White



Fjord Green



Cashmere



Grey Oak



Warm Oak



White Stone

Prices may vary depending on finish. Other finishes and sizes available. Please contact us to discuss other options.

Acrylic Rod Panel

Mounting display rods on an acrylic panel, can really enhance the display. Shadows from overhead spotlights are softened, and the spectacles on display are given a neutral background, which means they stand out in their own right.

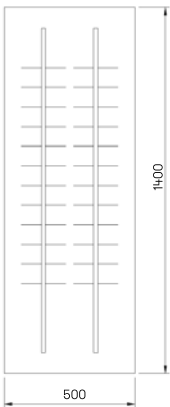
It can also help you group spectacles together and give order to your frames on display.

The acrylic panel is mounted to the wall on stand off fixings. The display rods are then mounted on the acrylic.

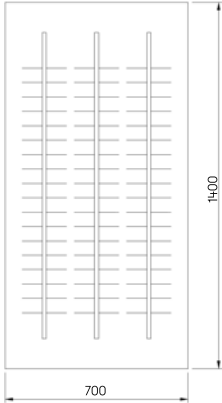


Dimensions

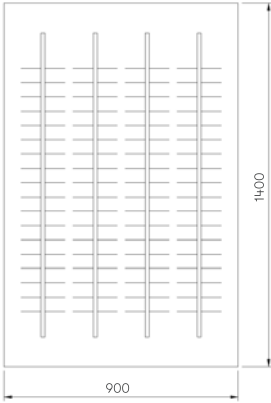
RPA 50/14
From 24 no. frames



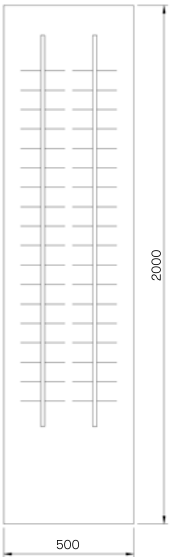
RPA 70/14
From 54 no. frames



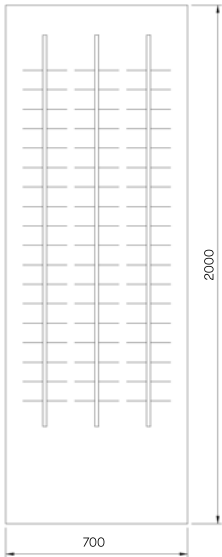
RPA 90/14
From 72 no. frames



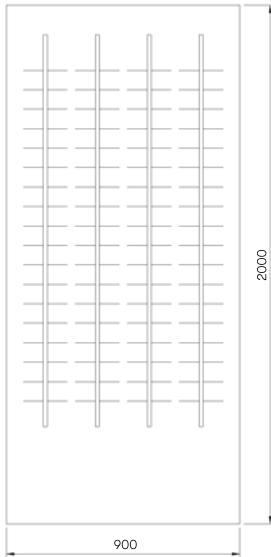
RPA 50/20
From 36 no. frames



RPA 70/20
From 54 no. frames



RPA 90/20
From 72 no. frames



Prices
Product Number

RPA 50/14	£431.00
RPA 70/14	£560.00
RPA90/14	£689.00
RPA 50/20	£579.00
RPA 70/20	£745.00
RPA 90/20	£919.00

Standard Panel Finish Options



Polar White



Gloss White

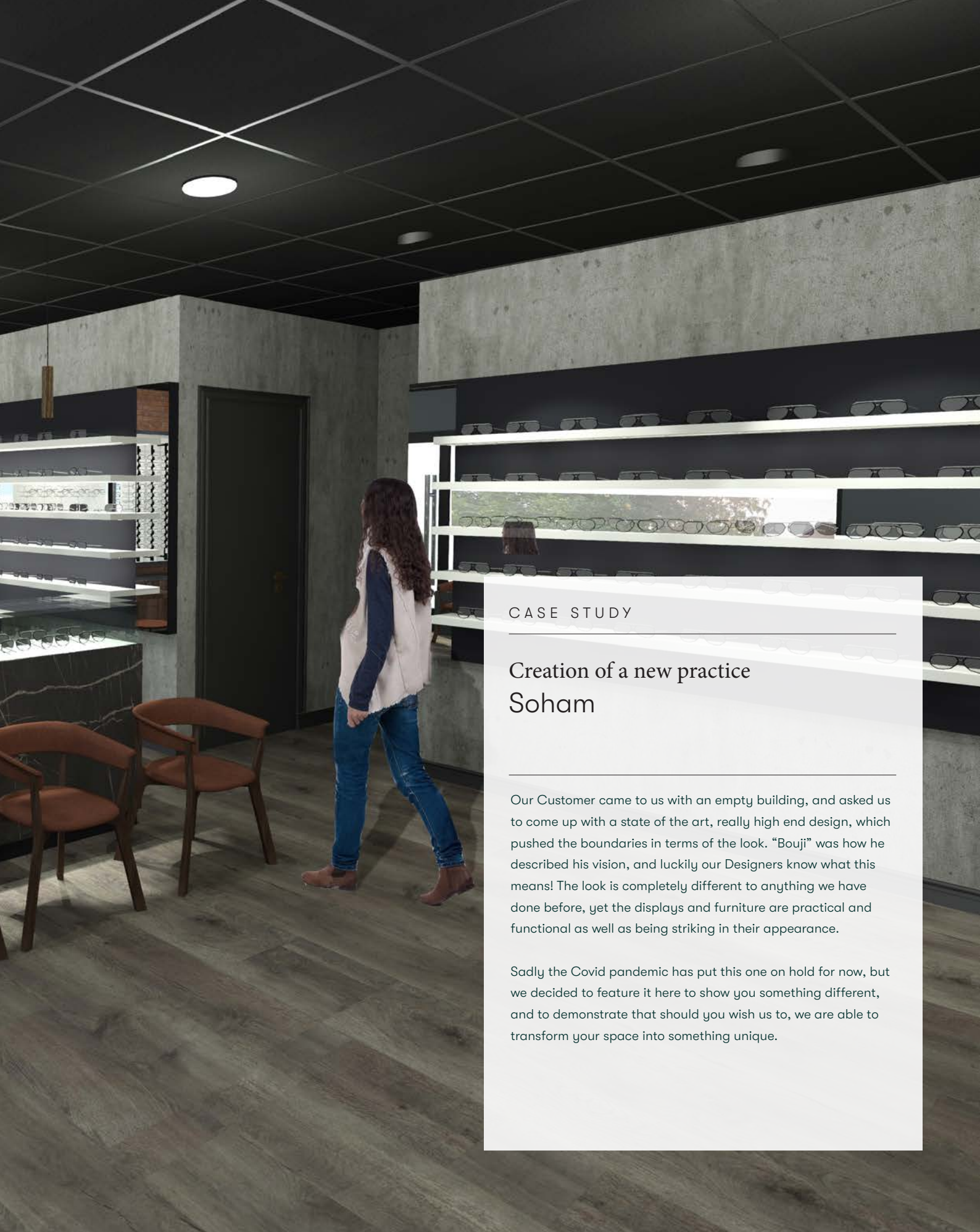


Matt White



Dual Satin





CASE STUDY

Creation of a new practice Soham

Our Customer came to us with an empty building, and asked us to come up with a state of the art, really high end design, which pushed the boundaries in terms of the look. "Bouji" was how he described his vision, and luckily our Designers know what this means! The look is completely different to anything we have done before, yet the displays and furniture are practical and functional as well as being striking in their appearance.

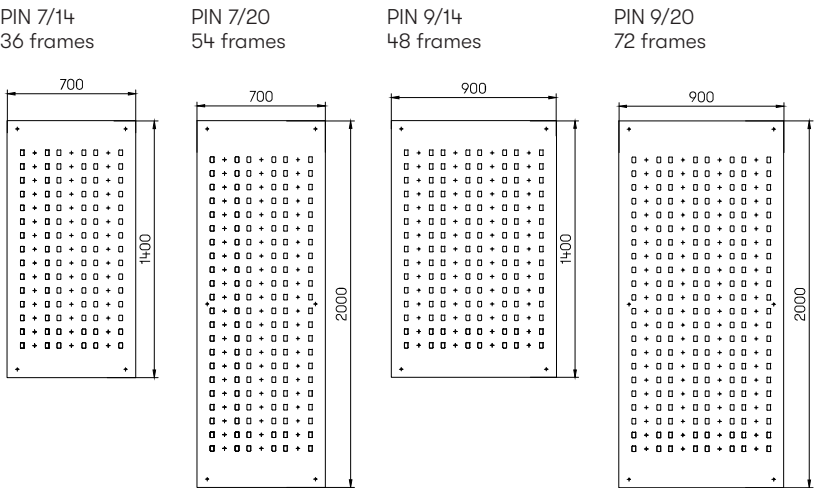
Sadly the Covid pandemic has put this one on hold for now, but we decided to feature it here to show you something different, and to demonstrate that should you wish us to, we are able to transform your space into something unique.

PIN Panel

A clean and effective display with ease of access for customers. The PIN panel presents the spectacle frames clearly and in an organised way. The addition of the MONO, a key lockable frame holder rather than just a PIN support, provides security for the display. Available in custom sizes upon request, and a varied range of acrylic panel finishes. Prices include stand off fixings for the acrylic panel.



Dimensions



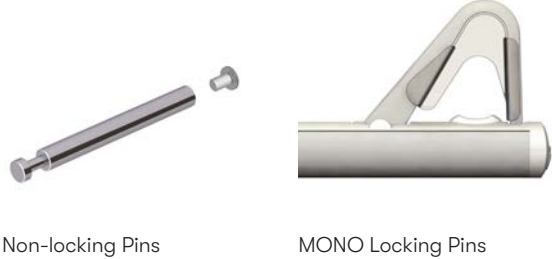
Standard Panel Finish Options



Prices

Product Number	Non-locking (PIN)	Locking (MONO)
PIN 7/14	£457.54	£1,018.39
PIN 7/20	£630.86	£1,261.82
PIN 9/14	£569.28	£1,317.09
PIN 9/20	£780.00	£1,621.27

Details



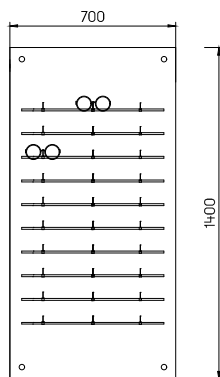
PUR 2

The PUR 2 horizontal bar system can be mounted directly to a wall, an acrylic panel, or a wood effect/ laminate panel. There is a variety of displays and accessories available. Spectacle holders can be simply clipped onto the horizontal PUR bar. Small mirrors or shelves, blister pack prongs etc. can be hung over the bars. It is extremely easy to use, versatile, and can be customised easily to keep the display looking fresh. The panels are available in a number of standard sizes, but also custom sizes, and in various acrylic panel finishes. The standard panel prices include horizontal rods, rod fixings, single spectacle displays, the acrylic panel and stand off wall fixings to mount the panel to the wall.

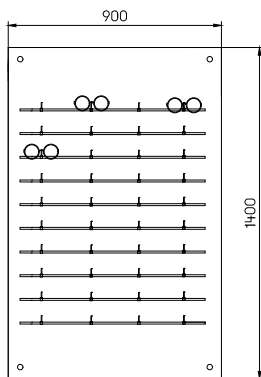


Dimensions

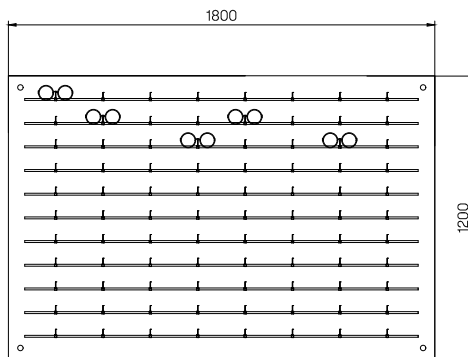
PUR2 7/14
36 frames



PUR2 9/14
48 frames



PUR2 18/12
54 frames



Standard Panel Finish Options

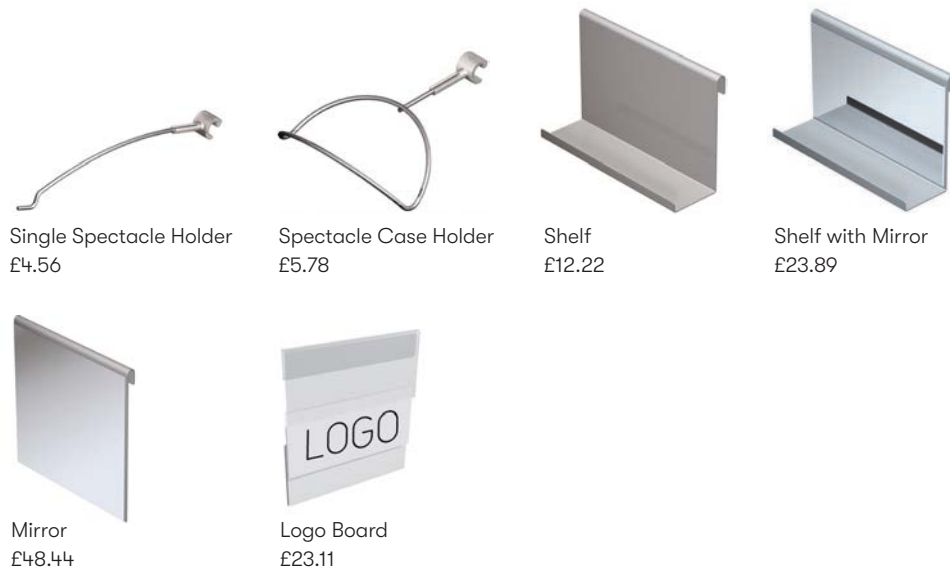


Prices

Product Number

PUR 7/14	£742.00
PUR 9/14	£868.96
PUR 7/20	£1,004.97
PUR 9/20	£1,150.71
PUR 18/12	£1,355.00

Accessories



Good design is good business



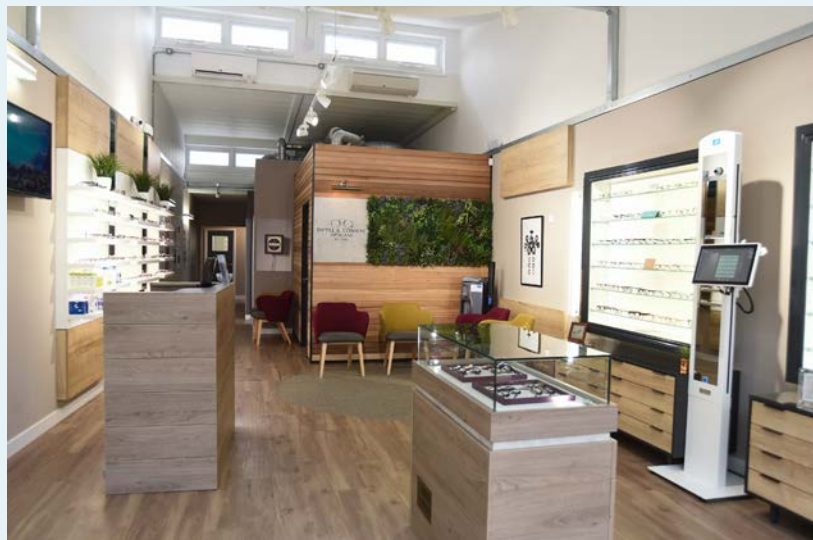
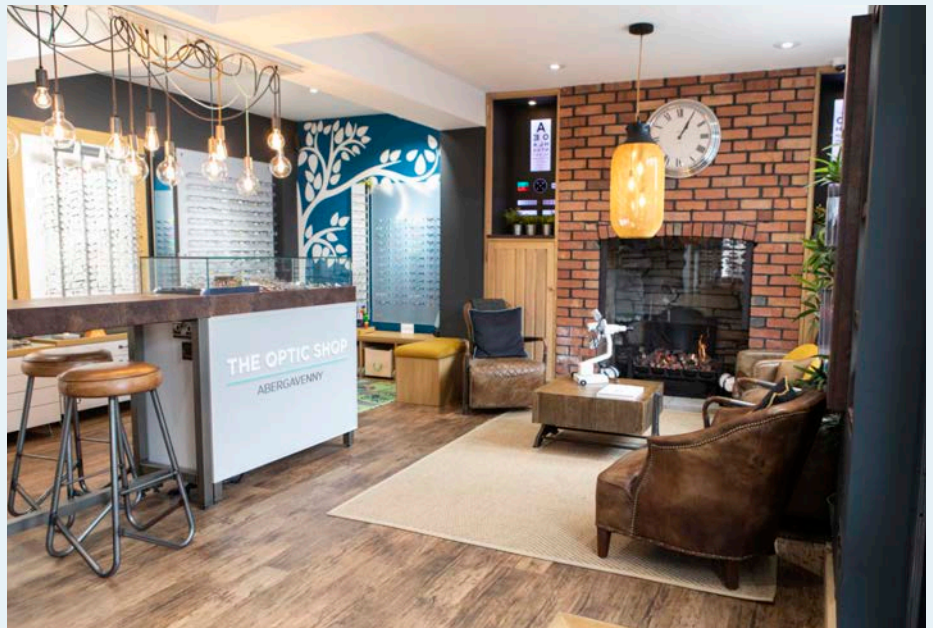
Standards are rising around us all the time. It is only when one looks back at interiors from a few years ago, that one realises that the trends really have moved on. So what is happening in the optical sector?

At Mewcraft we are not only alert to the latest trends, but we also like to lead the way and set them ourselves. Independent opticians are making their practices more individual. The customer experience is becoming more important, so that customers feel they are in a place where they have a serious offering of frames and lenses, but also excellent clinical facilities and expertise.

The customer journey often starts on the web-site of the practice, with branding and the “feel” starting at this point. The branding will be consistent with the shopfront signage, and continue as one enters and moves around inside. Subtle touches, such as accents of colour, can re-inforce the brand and the impression that the customer has of the overall service.

Within the retail space, floor finishes are frequently chosen as vinyl tiles (Karndean, Amtico etc) which have stunning wood effect or tile finishes.

Lighting is all LED, with mood created by changes in brightness and warmth. Displays



can be brought to life through carefully designed back-lighting or shelf lighting.

The desire to show fewer spectacle frames, but to show them in an individual and striking way, is gathering pace. The move away from display rods continues, but they still form a practical and aesthetically pleasing display system if colour, backgrounds and lighting are all considered. They also offer security if required, with the lockable variants. Shelves, LED illuminated shelves, glass shelves and cabinets with shelves are becoming more popular.

Record card storage units are required less, as digital systems take their place, saving

space in the reception area. Semi-private areas are popular for dispensing, and seating can be more imaginative than just a row of chairs within the shop window.

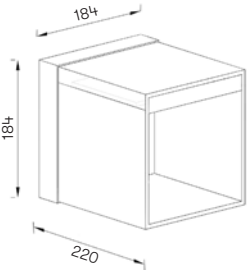
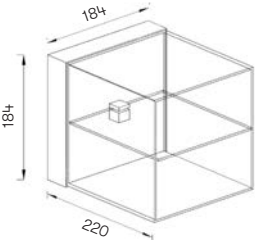
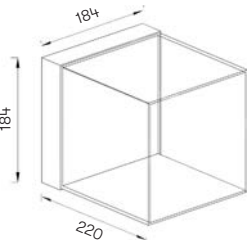
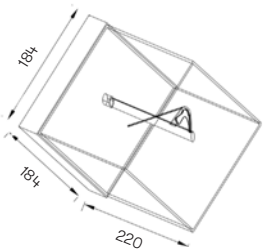
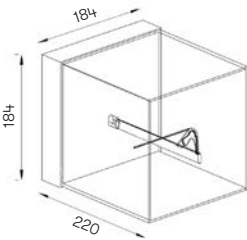
Lifestyle waiting areas with coffee/tea on offer, and a selection of magazines help to give the customer an enjoyable experience.

We can go on, but the overall message is that we firmly believe that good design and presentation within the optical practice is one of the crucial elements to creating or maintaining a successful business.

LED Cubes

Acrylic display cubes with LED backlighting can be an excellent way to display high-quality frames. This display showcases a small number of frames in a unique and eye-catching way. The MONO option enables you to lock the frame.



Dimensions		Prices	
		Product Number	
Light Box Gloss white acrylic cube display with integrated LED illumination from above.		Light Box	£ 173.89
		LED Cube	£ 184.56
LED Cube 2 Clear acrylic cube display with mid-level acrylic shelf and integrated LED illumination from the back panel.		LED Cube MONO	£ 204.22
		LED Cube 2	£ 200.56
LED Cube Clear acrylic cube display with integrated LED illumination from the back panel.		LED Cube 45	£ 200.56
			
LED Cube 45 Clear acrylic cube display with lockable MONO single spectacle holder and integrated LED illumination from the back panel. Set at 45 degrees.			
			
LED Cube with MONO Clear acrylic cube display with lockable MONO single spectacle display and integrated LED illumination from the back panel.			

Lola

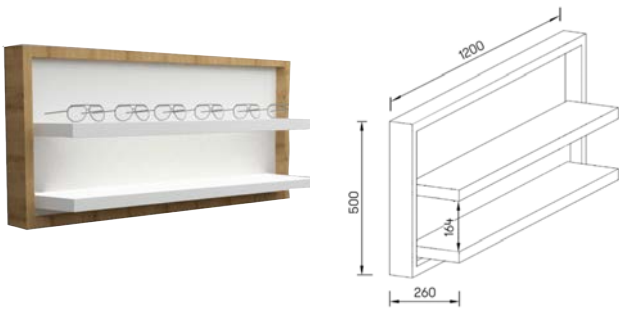
The LOLA range of bespoke shelving displays is carefully designed by Mewscraft to compliment and enhance your commercial interior. These wall mounted shelf displays have integrated LED illumination and appeal through their elegant design. The LED strip is recessed into the underside of each shelf to illuminate the items on the shelf below. The LOLA is flexible in terms of how frames are displayed on each shelf, and has a high-end feel created by the material finishes and the integrated lighting. Oak wood effect frame and white back panel as standard. Different sizes, colours and finishes available on request.



Dimensions



Portrait orientation of the Lola.



Landscape orientation of the Lola.

Prices

Product Number

L9/14 with LED illumination	£ 1,467.50
L12/50 with LED illumination	£ 973.75

Finish Options

					
Matt White	Fjord Green	Cashmere	White Stone	Warm Oak	Grey Oak

Prices may vary depending on finish. Please contact us to discuss other options.

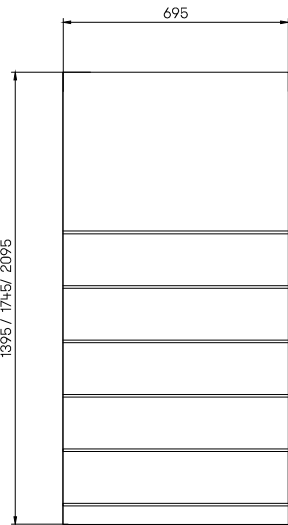
Lightboards

The Lightboards offer a minimalist yet sophisticated way to display frames. With integrated LED illumination each shelf is fully lit up, giving an even glow and a “live front edge”. This provides an exclusive look to the frames displayed, and also creates a high-end mood within the space.

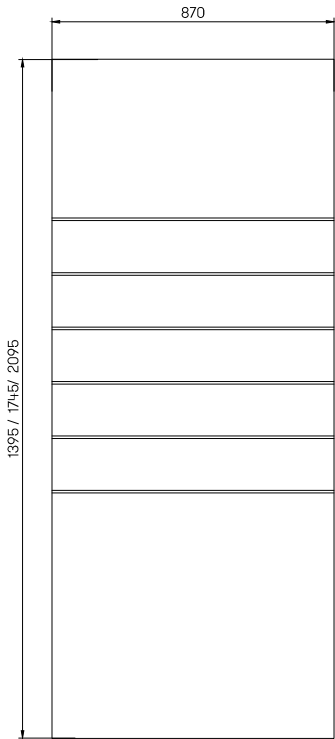


Dimensions

LB70x14,17,21



LB87x14,17,21



Prices

Product Number

LB70/14	£ 1,655.53
LB70/17	£ 1,681.56
LB70/21	£ 1,865.32
LB87/14	£ 1,722.67
LB87/17	£ 1,825.42
LB87/21	£ 1,865.32

Options



Locking mechanism
£19.89 per unit

Anita

The ANITA is a versatile and striking display that can raise the profile of any practice. With the option of back-lit illumination, dimmable, and a wide variety of surrounds and finishes, it can be tailored to any interior. Crucially, it can be supplied with lockable glass doors, providing security for more expensive spectacle frames.



Dimensions



ANITA10/14

Prices

Product Number

ANITA10/14 Lockable	£2,343.75
ANITA10/14 Non-locking	£1968.75

Finish Options



Prices may vary depending on finish. Other finishes and sizes available. Please contact us to discuss other options.

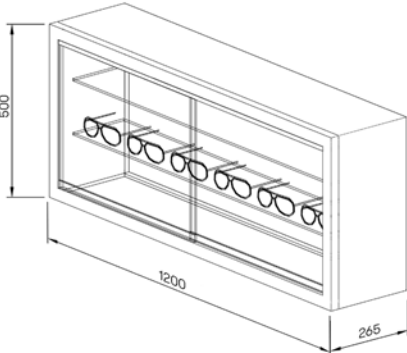

Zoe

The ZOE is a flexible display, which is well suited to rooms with limited space. This range may be smaller than the Anita but it doesn't compromise on style or quality. With adjustable glass shelves and creative dressing of the display, it provides an excellent way to show a feature range. Lockable sliding glass doors are standard, and internal spotlights are optional.



Dimensions

Prices



Product Number

ZOE12/50 locking	£866.25
ZOE12/50 Non-locking	£785.00
LED spotlights	£145.00

ZOE12/50

Finish Options



Matt White Fjord Green Cashmere White Stone Warm Oak Grey Oak

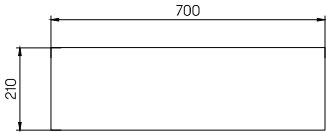
Prices may vary depending on finish. Other finishes and sizes available. Please contact us to discuss other options.

Glass Shelves

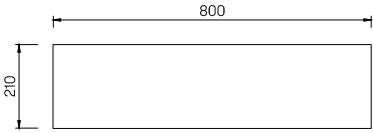
These toughened glass shelves in clear glass, provide an unobtrusive but high quality means of displaying your spectacle frames. Simple, but effective, you can transform your plain wall into a modern product display. The choice of brackets is important, as it can help enhance the chosen style for the retail space, be it vintage, contemporary, minimalist or clinical.



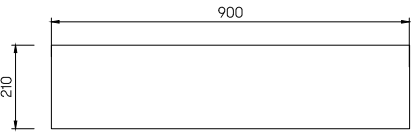
Dimensions



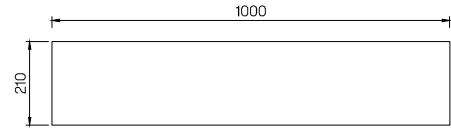
GS700



GS800



GS900



GS1000

Details



Glass Shelf Support 1
£17.81 per pair



Glass Shelf Support 2
£12.50 per pair



Glass Shelf Support 3
£27.50 per pair

Prices

Product Number

GS700	£ 36.25
GS800	£ 40.00
GS900	£ 40.00
GS1000	£ 47.50

Standard Panel Finish Options



Standard Glass



Frosted Glass



Colourless Glass

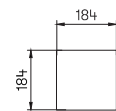
Mirrors

The wall mirrors are designed with clean, sleek lines. It is so important to have a number of wall mirrors situated within the retail space, as customers love to be able to see what they are trying on. Available in special sizes.

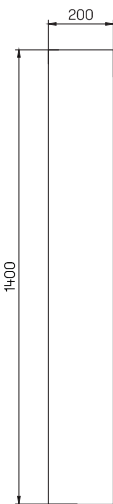


Dimensions

Mirror Glass for LED
Cube Display
184 x 184mm



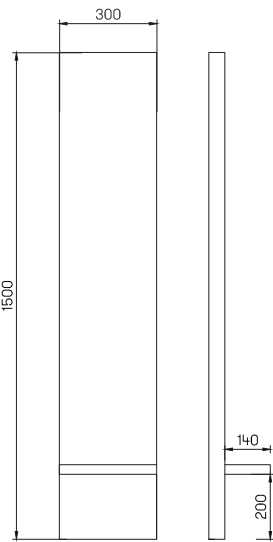
Backpanel Mirror
200 x 1400mm



Backpanel Mirror
200 x 1900mm



Mirror with Shelf
300 x 1500mm



Details



Mirror Glass
6mm thick mirror glass,
with safety backing, fitted
to the wall with mirror
screw caps.



Backpanel Mirror
6mm thick mirror glass,
with safety backing,
bonded to timber
backpanel. Fitted to the
wall with stand off fixings.



Mirror with Shelf
6mm thick mirror glass,
with safety backing,
bonded to timber
backpanel. With shelf in
matching finish. Fitted to
the wall with hook battens.

Prices

Product

Small Mirror for LED Cube Display 184 x 184mm	£48.75
Wall Mirror with back panel and screw cap fixings 200 x 1400mm	£181.25
Curved wall Mirror with back panel and stand-off fixings 200 x 1900mm	£300.00
Wall Mirror with back panel and shelf 300 x 1500mm	£318.75





Full Refurbishment Dipple & Conway

Following the very successful refurbishment of their Diss practice in 2017, Dipple and Conway asked us to tackle their flagship Norwich practice. With an old building there are always challenges especially when trying to reduce business closure to an absolute minimum. We rose to these challenges and concentrated on the first floor, thereby allowing the ground floor to continue trading.

Then we moved on to the ground floor, doing the left-hand side first and leaving the right-hand side trading. Then we changed it around so the left-hand side stayed operational while the right-hand side was finished.

The practice is transformed, and fit for the future.

Freestanding Units

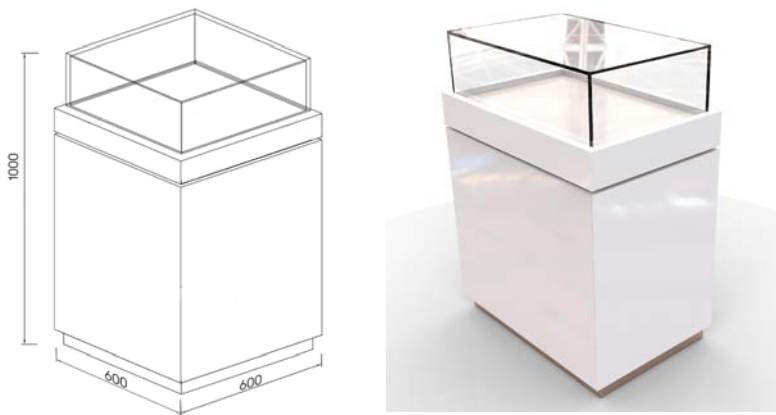
Optical practices come in all shapes and sizes, but you always need storage! Consequently the following section shows a varied range of storage units and display for spectacles, which can be wall mounted, floor-standing against a wall, or freestanding in the middle of a room. Mewscraft's designers endeavour to make these displays look amazing. As fashions and trends evolve, we try to be at the forefront of good design, and are always thinking of functionality, aesthetics, and cost considerations.

Eliza Showcase

This freestanding island display, with glass showcase and optional storage is perfect when there is free space in the middle of the practice. The ELIZA breaks away from regular retail shelving and entices customers to browse. The frames under the glass top can look exclusive and special, especially if the optional LED spotlights are chosen.



Dimensions



Standard Eliza Showcase

Prices

Product Number

ELIZA60/60	£ 1,254.38
ELIZA50/50 with Cupboard	£ 1,301.25
ELIZA50/50 with 4 x Drawers	£ 1,496.25

Options



LED Display Lighting

Storage Below

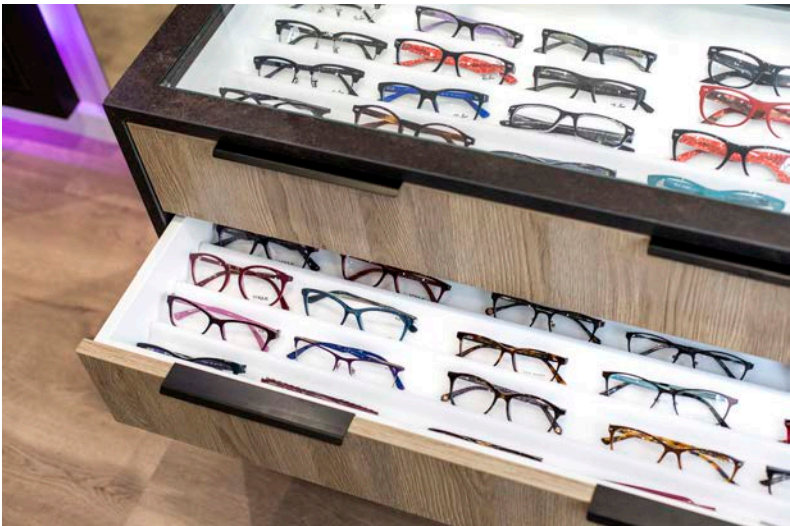
Finish Options



Prices may vary depending on finish. Other finishes and sizes available. Please contact us to discuss other options.

Glass Top Storage

The glass top storage drawers maximise the potential for frame display. Doubling up as storage and display, these drawer units can sit particularly well below display rods or shelves. They allow you to increase your frame display without the need to clutter up the walls. With a variety of designs they can be tailored to suit your needs. Locks to the drawers are optional.



Dimensions



GTS900/2 (1 shallow & 1 deep drawer)

Prices

Product Number

GTS900/2 (1 shallow & 1 deep drawer)	£ 933.75
GTS900/3 (2 shallow & 1 deep drawer)	£1091.25
GTS900/4 (4 shallow drawers)	£1,168.13

All prices exclude handles.
Foam inserts not included.

Details



Handle Option 1 127mm
£8.91 each



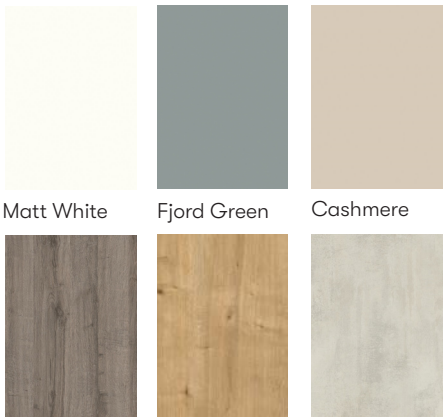
Foam Inserts
£34.79



Handle Option 2 200mm
£8.44 each

Prices may vary depending on handle.

Finish Options

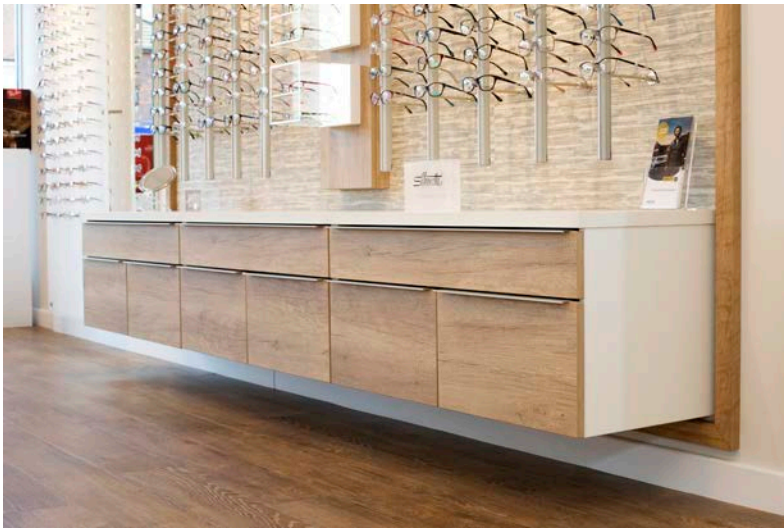


Matt White Fjord Green Cashmere
Grey Oak Warm Oak White Stone

Prices may vary depending on finish. Other finishes and sizes available. Please contact us to discuss other options.

Wall Mounted and Freestanding Storage

Storage is always a necessity on the shop floor to store frames, cases and other stock. We can make these storage units to suit your needs both in size and finish. Locks to the drawers are optional.



Dimensions



Prices

Product Number

WS1000/DC (Double cupboard)	£691.88
BS1000/1S1D (1 shallow & 1 deep drawer)	£783.75
BS1000/2S1D (2 shallow & 1 deep drawer)	£862.50
BS1000/3D (3 deep drawer)	£862.50
BS1000/4S (4 shallow)	£933.75
BS1000/DC (Double cupboard)	£706.88

All prices exclude handles.
Drawer units can also be wall mounted upon request, or fitted with legs.

Details



Handle Option 1 127mm
£8.91 each



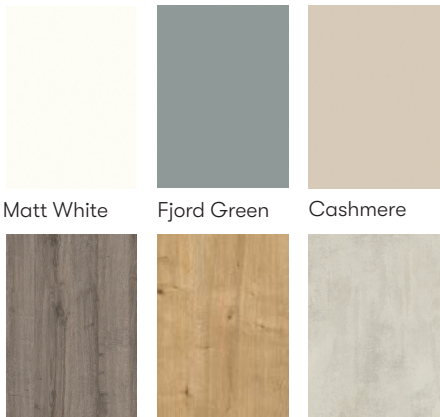
Foam Inserts
£34.79



Handle Option 2 200mm
£8.44 each

Prices may vary depending on handle.

Finish Options



Prices may vary depending on finish. Other finishes and sizes available. Please contact us to discuss other options.

Desks Seating and Lighting

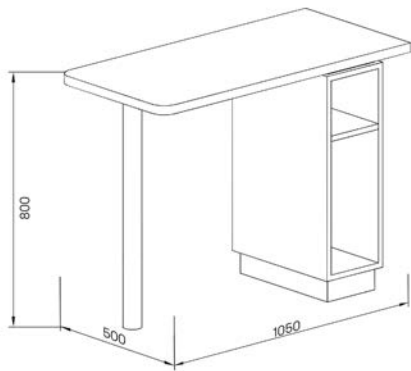
There are other important elements to a successful optical practice design than displays and storage. The more functional side of the practice needs consideration. Staff at a reception desk or welcome desk greet the customer coming into the practice, and so set the first impression. Dispensing desks are important for one-to-one interaction between customer and dispensing optician, so both these desk spaces can help enhance the overall experience. Practical seating which also looks good is important for both patients and staff. Good lighting is vital, too. Lighting not only brightens the practice to create inviting and atmospheric spaces, but can also make spectacle frames stand out, to show them at their best.

Dispensing Desk

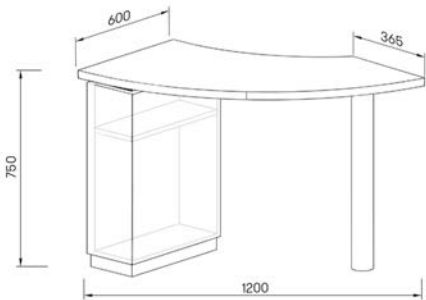
The dispensing desk is an important piece of furniture within a practice. It needs to suit the dispensing optician in terms of fitting spectacles to the customers. It also needs to accomodate the customer and perhaps their companion, to allow the dispensing to be done in a comfortable way. With years of experience within the optical design sector, Mewscraft can work along side you to create the perfect dispensing area, or you can choose from our standard range.



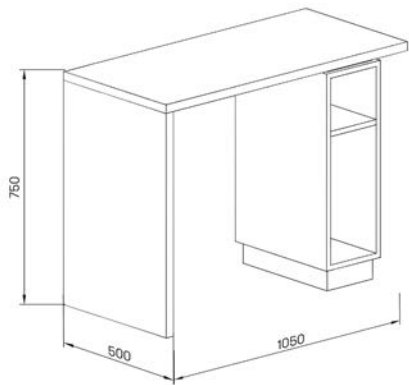
Dimensions



DDS1050



DDC1200



DDSS 1050

Prices

Product number

DDS1050	£753.30
DDC1200	£804.10
DDSS1050	£802.67

Finish Options



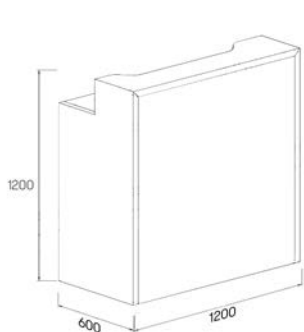
Prices may vary depending on finish. Other finishes and sizes available. Please contact us to discuss other options.

Reception Desk

The phrase 'you only get one chance to make a good impression' cannot be understated when it comes to your reception area. Every customer, visitor and employee that walks into your practice will get an immediate first impression about the company from the layout, style and presentation of the reception area. Mewscraft provide a bespoke design service for all furniture, so we can create a reception desk tailored to you and your practice.

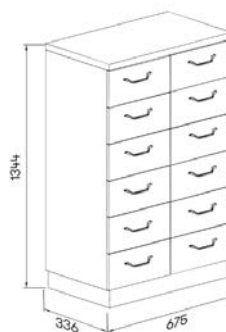


Dimensions

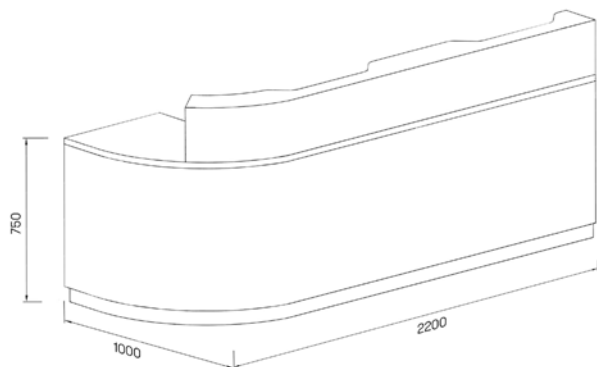


Welcome/Pod Desk

Pod desk priced with 1x PC storage unit and open shelving



Record Card Storage

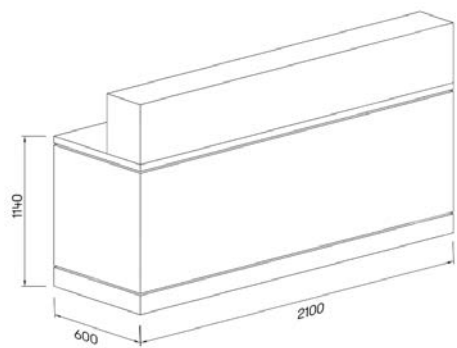


Standard Reception Desk for 2 people

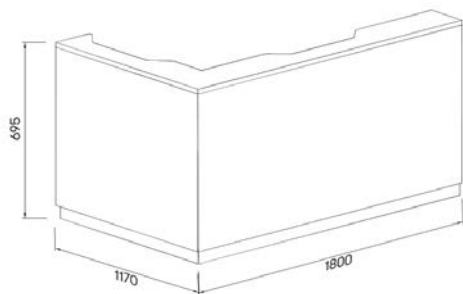
Reception desk price with 2x PC storage units



DESKS, SEATING AND LIGHTING



Straight Reception Desk for 2 people
Reception desk priced with 2x PC storage units



Angled Reception Desk for 2 people
Reception desk priced with 2x PC storage units

Prices

Product

Welcome/Pod Desk	£ 2,298.28
Standard Reception Desk for 2 people	£ 4,322.85
Straight Reception desk for 2 people	£ 2,350.60
Angled Reception Desk for 2 people	£ 2,700.78
Record Card Storage	£ 1,869.61

Extras



Graphic Logo £135.00 (Example)

Finish Options



Prices may vary depending on finish. Other finishes and sizes available. Please contact us to discuss other options.

Seating

The seating in your practice needs careful thought: Is it practical for your patients to sit on? Arms, seat height, overall width, material, and so on. Does it look good and do the colours compliment the practice colour scheme? Is it contemporary, modern, or out-dated? And then there’s the seating needed for your dispensing optician, your receptionist, and optometrist. There is so much on the market, that it can be mesmerising working through what you need. Mewscraft has chosen a few here, and can also suggest many other options.

Waiting Chairs



Betsy
£543.42



Metric Plus
£212.63



SJX
£170.44

Task Chairs



Platinum Mesh
£283.50



Platinum Plus Round with high back
With arms £346.78
Without arms £292.78



Zela
£226.96

Dispensing Chairs/Stools



Tamper Proof
£178.88



Dispensing Stool
£231.19



SJX Mesh
With arms £276.75
Without arms £250.59

Lighting

Just as a pub or a restaurant needs to think about lighting, so do opticians. Retail lighting impacts the shopping experience more than we all realise. The background lighting of the space sets the mood. Spotlighting enhances particular areas or certain displays, and back-lighting or carefully integrated LED lighting can enhance individual products. Good lighting can influence customers to spend more, because it improves the overall impression of what's on offer. Carefully specified lighting, either warm or cool in colour, bright or dimmable, discreet or pronounced, is a key part of creating a successful atmosphere. Mewscraft uses good quality fittings and puts great effort and expertise into achieving appropriate lighting. Below are some examples, and we have many other options.

Recessed Ceiling Lighting



Sky Mod
£213.89



Aleda
£118.13



Soledo 17W
£109.69

Surface Mounted Ceiling Lighting



Linear Light 5
£227.81



Pebl
£135.00



Infinitas
£255.83

Track Lighting



Azuma Midi
£156.89



Manta Spot
£135

Track and suspension fixings are extra.

Pendant Lighting



Kem
£172.50



Old Factory
£159.00



Dexter
£174

The background image shows the interior of an optical shop. On the left, there are wooden shelves with various styles of eyeglasses. A small sign on one of the shelves says "eco". Above the shelves, a framed picture of a couple is visible. To the right, there are large wooden-framed display boards mounted on the wall, each holding multiple pairs of eyeglasses. A mirror is visible in the background, reflecting part of the shop. The floor is light-colored wood. The overall aesthetic is clean and modern.

CASE STUDY

Full Refurbishment Eyeland Opticians

What does one do with an empty shop on a busy street in Sutton Coldfield? Our Customer took the plunge and decided to open her second Optical Practice. We helped create a practical yet imaginative layout on plan, showed her a mood board and some 3 D visuals, and she became confident to proceed with her new venture.

We prepared a complete set of trade drawings for the project. We then designed, supplied and installed all the displays and furniture, and also new shopfront signage. This enabled everything to be completed quickly and efficiently, to our usual high standard.

The vibrant, contemporary interior incorporates her brand colours and makes for a tasteful, sophisticated and functional customer experience. They have been full of praise for the practice, spreading the word among their friends and family. The future looks good for Eyeland Opticians!



Window Displays

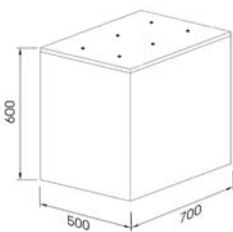
Of all elements within visual merchandising, window displays are often the most direct in attracting potential new customers. They are usually the first point of visual contact a customer has with a practice. If the window is eye-catching and imaginative, people will stop to look, and are much more likely to come in. Mewscraft has a wide range to offer. We are showing some here, and our designers are at the end of the phone if you would like them to help you bring your shop-window to life.

POS System

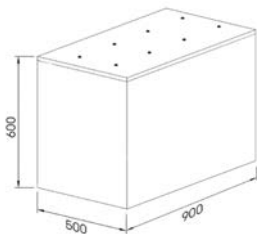
If you're looking for a simple yet elegant way of displaying items in your window, the POS system is something to consider. The screw-in steel rods elevate the shelving and showcases. It's so easy to change things around, by simply fixing them in new positions, and perhaps varying the height.



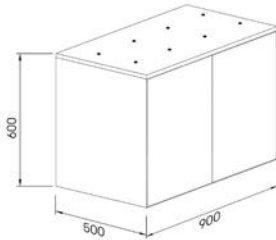
Dimensions



POS 7/6



POS 9/6



POS 9/6DC

Prices

Product Number

POS 7/4 400mm high	£ 450.38
POS 9/4 400mm high	£ 514.49
POS 9/4DC 400mm high	£ 649.77
POS 7/6 600mm high	£ 460.79
POS 9/6 600mm high	£ 524.89
POS 9/6DC 600mm high	£ 660.17

Accessories



Square Shelf
(Polar or Gloss White)
£45.24 250mm
£48.72 400mm
£52.20 600mm



Circular Shelf
(Polar or Gloss White)
£47.56 250mm
£51.16 400mm
£54.87 600mm



Showcase with
Clear Acrylic Case
£149.87 400mm

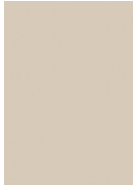
Finish Options



Matt White



Fjord Green



Cashmere



Grey Oak



Warm Oak

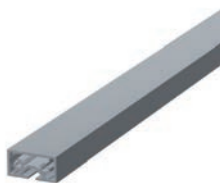


White Stone

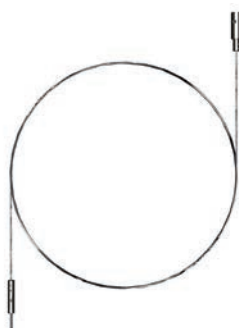
Prices may vary depending on finish. Other finishes and sizes available. Please contact us to discuss other options.

Array System

The Array is a cable system attached to the ceiling at the top, and either the floor or a window bed or display plinth at the bottom. Individual components can be fixed to the cables, and this allows for flexibility in the display, to make your window display stand out when viewed from the street.



Mounting Rail for Telescopic Rod
£27.83 per metre



Mounting Steel Wire Set
3500mm max.
£49.30



Single Spectacle Display
£12.06



Acrylic Circular Shelf
190mm dia.
£28.65



Clear Acrylic Glass Ball
230mm dia.
£17.30



Frosted Acrylic Rectangular Shelf
500 x 190mm
£33.52

Scope System

The Scope is an adjustable ceiling-mounted display system that allows height adjustment via telescopic mounting rods. This allows displays to be mounted in the window at varying heights.



Telescopic Rod
900 - 1270mm
£73.29



Frosted Acrylic Rectangular Shelf
700 x 250mm
£112.52



Clear Acrylic Showcase
210mm cubed
£90.48

LED Poster Panel

Pictures or graphics in the window help you to get the message out to passers by. The LED illuminated poster panel adds vibrancy and colour to your shopfront. These poster panels can be mounted on cables or hung from the ceiling on rods.

A1 Portrait/Landscape
£352.94

A2 Portrait/Landscape
£254.45

A3 Portrait/Landscape
£143.00



How to proceed

Hopefully you have been inspired by some of the practice refurbishments within this brochure, or perhaps by some of the individual products. If so, we hope you will go ahead and make some improvements to your practice. If it's just the odd product you would like, please do call or email us to place an order, or to discuss what you would like. We will be pleased to help. If you need a refurbishment or a partial refurbishment, or would like to set up a new practice, please do get in touch. Prices shown may vary and are indicative only.



1. Consultation

If you would like a partial re-fit, or perhaps a complete re-fit, the first step is for us to understand your requirements. Typically, we will come and visit your practice, talk to you about what you want in terms of functionality and style, and measure up the space. We have a questionnaire which we like to go through, as it forms the "brief" for both you and us. We also take photos of the space and try to gain an understanding of your budget. We also have a showroom in Monmouth and encourage you to visit.



2. Design Process, Quotation & Order

We have a team of designers, all of whom have a degree in interior design, product design, or interior architecture, and many years of experience. Our initial steps are to draw up your premises on our CAD system, and then develop preliminary layouts in 2 dimensions.

Following that, we are able to create photo-realistic visuals of your project. These show what your premises could be like once the refurbishment is complete. We may also create a mood board, with chosen fabrics, floor finishes, laminates, colour scheme and so on.

As the design process progresses, we will put a preliminary estimate together, and a firm quotation once all the details are worked out.

When and if you are happy to proceed, we ask you to confirm your order. Although the design may need further development with detailed design work still to be done, an order from you allows us to programme a date for the work to be done and commence the manufacturing drawings.



3. Fit-out & Completion

There will be a lead-time between placing your order and the date when we arrive at your premises to commence work. Many items need to be manufactured, purchased, created, and our trades people need to be lined up to suit your dates. Once on site, we do our utmost to execute everything to the agreed programme. Depending on the extent of the work involved, the time on site could be a day or two, a week or two or perhaps four to six weeks. If your premises is trading, then it is likely you will want the work completed in the minimum time possible. As an experienced fit-out company, we coordinate everything to run smoothly. This enables us to keep the time on site to a minimum.

Mewcraft's reputation has been built over many years. However, we are judged on every project we carry out, and we are very conscious of this. We always strive to do our best for our customers. We are proud of our work, passionate about design, and aim to achieve first class results for our customers.








Where to find us and our showroom

Mewscraft Ltd
Wyastone Business Park
Wyastone Leys
Monmouth
Monmouthshire
NP25 3SR
UK

Tel. +44 (0)1600 891 522
info@mewscraft.com
www.mewscraft.com

 twitter.com/Mewscraft
 facebook.com/Mewscraft
 pinterest.com/Mewscraft

Mewscraft

Commercial Design & Refurbishment

Mewscraft

Commercial Design & Refurbishment

Mewscraft Ltd, Wyastone Business Park, Wyastone Leys, Monmouth, Monmouthshire, NP25 3SR, UK.
Tel. +44 (0)1600 891 522. info@mewscraft.com. www.mewscraft.com