

BIDDLE CASE STUDY

BIDDLE'S SPEEDY DELIVERY WAS JUST THE TICKET FOR FORTNUM & MASON'S

BACKGROUND

Fortnum and Mason, an iconic 18th-century department store celebrated for its gourmet groceries has recently undergone an exciting development.

As part of their latest evolution, a new Food and Drink Experience area on the 3rd floor has been unveiled, blending the past's charm with today's innovation.

REQUIREMENTS

Nestled in the heart of Piccadilly Circus, Fortnum and Mason stands as a testament to luxury and tradition. Embarking on introducing a new Food and Drink Experience on its 3rd floor, the challenge was to integrate a modern cooling and heating solution without compromising its iconic historic charm.



THE CHALLENGE

The primary challenge was transitioning the specification from another manufacturer's product with longer lead times. The design also required the units to complement the store's industrial yet classic style, fitting perfectly amidst tight space constraints.

Biddle was chosen to equip the development kitchen on this floor with their state-of-the-art Comfort Circle Cassette Units.

THE BIDDLE SOLUTION

Understanding the significance of aesthetics for the historic establishment, Biddle ensured that the Comfort Circle Cassette Units, including their discharge grille, were painted in a special colour to seamlessly blend in to the space. The chosen paint colour was RAL7042 in a sateen gloss finish, resonating with the brand's rich heritage and iconic colour palette.

Installed exposed to view, in line with the industrious setting, rather than in a suspended ceiling grid, it was important these units were the perfect finish from all aspect. Thanks to Biddle's UK-based manufacturing and paint plant, even this unique requirement didn't hinder delivery to site.

With the tight order turnaround in mind and for maximum convenience, the units were delivered ready-to-use with plug & play functionality. The control panel, designed for user-friendliness, offers various settings, including a week timer for automatic on and off control.

With integrated smart Controls and 10-volt terminals for BMS connectivity, these units offered seamless integration within Fortnum and Mason's BMS System.

CONCLUSION:

Biddle's dedication to understanding the client's requirements, coupled with expertise in providing tailored solutions, ensured a successful project completion.

CONTACT US

If you're ready to find the perfect HVAC solution for you, our in-house technical and engineering experts, are on hand for advice and guidance every step of the way.



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