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# Mainline customer review

The Range



# Home, leisure and garden retailer, **The Range**, has streamlined the electricity supply across a number of stores by installing the Mainline Power system.

The Mainline system is being used throughout The Range stores, to adapt to changing customer demand and seasonal changes in product ranges and store design.

Due to the nature of The Range's operation, the replacement and rearrangement of product displays is a regular occurrence. In the past, stores had faced limited layout options, due to the location of fixed power sockets, leading to a knock-on effect on the way in which products can be presented. As a result, The Range needed to carefully consider whether store downtime coupled with the cost involved to fit an extra power sockets, would be beneficial. The presentation of a display could be compromised by the use of unsightly extension leads. By introducing the Mainline system, this is a thing of the past.

**Karen Martin, Deputy Manager of The Range's Southampton branch, said:** "The displays are always being changed and refreshed, by installing Mainline the displays are no longer working around the sockets, the sockets are working around the displays. We love the Mainline system. It fits in really well with the store layout and makes it incredibly easy to access power whenever it is needed."

*Offering a simple 'plug and play' functionality. This means we can add as many or as few sockets as we need, according to demands, which can change at different times of the year."*

**Ivan Hunt, Head of Electrical Division from The CDS Group, who carried out the installation, said:** "With the in-store displays being changed on a regular basis, it was important to install a power supply that would fit in with ever altering needs. Previously, the stores had been fitted with eight gang extension sockets, which were fixed to the wall and were not very practical – by replacing these with the Mainline system, it is possible for sockets to be inserted wherever they are required, rather than relying on one single point of power. In fact, the way in which the Mainline system works, meant the entire installation was completed very quickly, especially when compared to more traditional methods, meaning stores could start using the system straight away. From an aesthetic perspective, the Mainline system fits in with the interior style of The Range very well – sleek, stylish and not fussy."

For more information about Mainline, to order a sample or book an appointment for a member of the Mainline Team to visit you, please contact us:

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