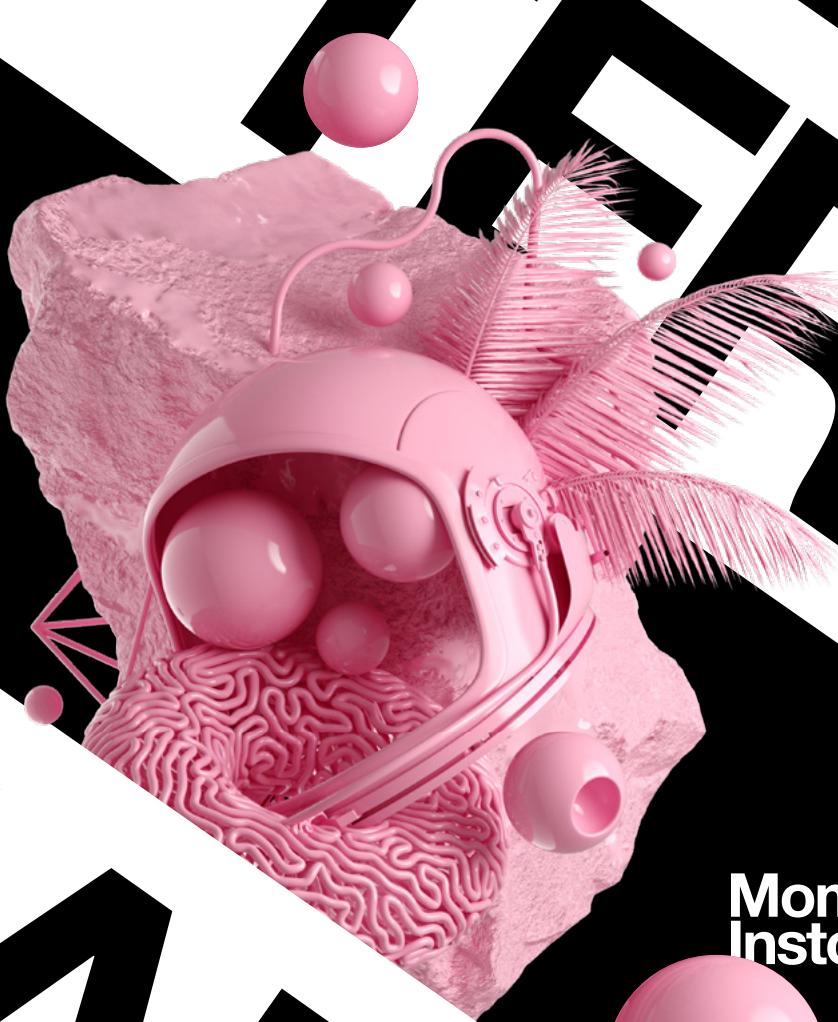


# MARKET

THE STORY  
STARTS  
HERE



Momentum  
Instore

# AFTERMARKET

WHAT THE  
F IS AFTERMARKET?



# LET US TELL YOU A STORY.

For years, we've been known in the retail industry as the installations and merchandising experts. It's where we started, built our reputation from and flourished. But, we've actually been providing some of the UK's largest brands and retailers with much more than that for a long time now. From regular updates and maintenance visits to thousand-store surveys, pick pack and collation projects to store data analytics and bespoke spare parts ordering via Insite. We have been doing pretty much everything in retail for a while.

# AFTERMARKET

IS FUTURE.

THE FUTURE  
STARTS HERE.

The problem was it was clunky and inefficient. There was a break in the cycle. There were too many back-and-forth conversations and deliveries between us, our partners and manufacturers as we only held enough stock to carry out individual projects. Which drove up costs and frustrated us as we could see a better way. In steps Aftermarket.

Taking control of the whole process, Aftermarket bridges the gap between you wanting it done (for your brand or within your retail environment) and getting it done. All those sustainability concepts you thought were just too

complicated or would push costs too high, can become a reality. It cuts out unnecessary middle-men and excess journeys on the road. It eliminates waste and reduces excess. All of which reduce CO2 and cost. And that is where Aftermarket became a specific focus of ours. We didn't just want Sustainability (with a big S) to be a box ticking exercise. It is threaded through our entire ethos. We've made it one of our core values, not just for the way we do business, but to help everyone do retail display more sustainably from the beginning. And not just as an afterthought.



THE  
FUTURE  
STARTS  
HERE





# TAKE YOUR PICK FROM OUR SWEET SELECTION OF SERVICES

In order to better understand the Aftermarket offering, we've broken it down into zones. These are both physical areas in the depot, but also service elements that you can pick and choose to make your perfect support package. If you need to store some valuable stock before it's picked and packed, choose the Vault and the Hub. If you need a multistore campaign managing, you might need the Warehouse Project for storage, the Print Room for collateral and the Hub for turning it all around and getting it to stores.

You get the idea. A collection of services, ready to pick and mix.



-  THE HUB
-  THE VAULT
-  THE REPAIR SHOP
-  THE PRINT HOUSE
-  THE WAREHOUSE PROJECT

# THE HUB

The all-hands-on-deck hub of the whole operation. Items are picked, packed and collated ready to be sent to store. Whether that's beauty tester items, artwork for a campaign update or spare parts for a stand, all kinds of stuff are sorted and processed here.

In the Hub, there are over 2700 flexible storage spaces, right next to the processing benches, making it easy and quick to turnaround each job. Typically, each pick, pack and despatch can be completed in one day, with a proven capacity of sending over 4k packages every month.

For large capacity campaigns, we can typically run 1400 kits, with around 80 pallets of stock leaving the building over four days. The team are super organised (with the help of Insite) and can handle running several large brand projects simultaneously.



 THE HUB

 THE VAULT

 THE REPAIR SHOP

 THE PRINT HOUSE

 THE WAREHOUSE PROJECT

# THE VAULT

High value items deserve high security storage.

We hold a wide variety of stock and kit at the depot, so naturally some of that is of a high value. These items can be stored in our metal vault, which is accessed only by authorised key holders, meaning your stock is going nowhere until it needs to. With 1200 pick locations available, we have another 160sqm of secure storage areas that can be flexible to your needs. In the same way as The Vault, the access system for this area is managed centrally and live CCTV can even be accessed via mobiles.



THE HUB



THE VAULT



THE REPAIR SHOP



THE PRINT HOUSE



THE WAREHOUSE  
PROJECT

# THE REPAIR SHOP

When old units or parts are returned to the depot, they are sorted into categories: reuse, refurbish or recycle.

All of us are working to reduce our waste and your retail displays should be no exception. By reducing waste and the need for new parts, reusing them where possible, and ultimately reducing production costs it's a win-win for both your brand and the environment.

If they are good to be reused as they are, they are put straight back into the loop and used as spares. For any that need a bit of TLC, the Repair Shop can:

- + Test electricals to ensure full working order
- + Deep clean to remove stickers or product residue
- + Structurally repair for health and safety compliance
- + Fully update inline with latest visual merchandising specifications.

But if they are beyond repair, we are experts at picking apart deinstalled stands to sort them to individual parts or materials which can then be sent to our recycling partner.

It's all part of our commitment to ZERO landfill.



 THE HUB

 THE VAULT

 **THE REPAIR SHOP**

 THE PRINT HOUSE






 THE WAREHOUSE PROJECT



# THE PRINT HOUSE

Ticket strips, new graphics and planograms. All the print items you might need for campaigns, stands and projects as well as planograms for regular updates can be stored in our Print House. Our industry expertise means we understand that a typical cosmetics system consists of 3500 components, of which 40% are print elements equating to around 1400 unique items, with multiple quantities of each. On a yearly basis, 60% of these items are updated and replaced. Managing this kind of inventory is no easy task, though it's an area in which our experienced team, supported by Insite, really excel.



-  THE HUB
-  THE VAULT
-  THE REPAIR SHOP
-  **THE PRINT HOUSE**
-  THE WAREHOUSE PROJECT

# THE WAREHOUSE PROJECT






There's no way to jazz this up. It's basically a warehouse. But it's super flexible, safe and secure.

It enables us to store all magnitudes of kit, including units removed from stores, large format print, campaigns waiting to be rolled out or simply stock waiting to be fulfilled. It consists of over XXX pallet spaces and has the capacity for XXX stillages in the 'deep storage' area.

Insite gives you full visibility on the current status of all stock such as units, print, parts so you can manage minimum levels and expired or obsolete items. This much data can be intimidating, but with Insite's easy to view dashboard, you can keep track of all your stock and prevent overordering and wastage.

Driving Efficiencies – Fast moving stock is transferred into locations within the Hub. Stock not needed so regularly is kept in the Warehouse Project.



-  THE HUB
-  THE VAULT
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-  THE WAREHOUSE PROJECT

# SUSTAINABLE TO THE CORE

The services provided by Aftermarket can help you hit your sustainability targets. But what about our own standards? It's a theme that we have threaded through our entire existence. Our goals, our culture and our core company values, to ensure we practice what we preach.



We are committed to:

#### **Awards and accreditations.**

Sometimes these things can just be for show so we only invest in the accreditations that actually drive change and require hard work to get them. We've been accredited Ecovadis Silver, but honestly, that's not good enough for us, so we're currently working towards getting the gold standard. Plus, we have the POPAI sustainability standard accreditation and ISO14001 ensuring we exceed all environmental requirements and commit to monitoring and improving our performance, year-on-year.

#### **Carbon offsetting through Ecologi.**

See [ecologi.com/momentuminstore](https://ecologi.com/momentuminstore). We offer our employees the chance to offset their personal carbon footprint, but we also commit to paying double the carbon offsetting on every project we complete, without it costing our clients a penny.

# WASTE FREE BEAUTY.

## A CUSTOMER STORY...

In January 2019, a global beauty brand challenged Momentum Instore to provide an alternative end-of-life solution that would enable waste-free delivery of their remerchandising programmes by 2020.

We conducted two successful trial phases that year. From this, we honed and perfected our processes and now deliver a full repurposing solution. All old parts, POS and print items are segregated into the relevant waste stream. All POS is sent for recycling and all component parts are sorted and quality checked. Parts that are fit to be reused are absorbed straight into the aftermarket stream. We refurbish all damaged parts so they, too, are fit for reuse. All remaining items are recycled. This refurbishment and reuse drive has drastically reduced the carbon footprint, waste generation and costs for our client.

So much so that following the in-store updates in January 2020, we recycled 11,815kg of plastic. This was broken down as:  
3,574 cassettes reused 14,935 cassettes refurbished. This is the impressive equivalent of 448,804 500ml plastic bottles, which previously would have gone straight to landfill. We call this the 'Closed Loop' system.

# STATS / CAPABILITIES

i.e 4k pick and pack a month  
XXsq foot of pallet space  
150k beauty samples  
13k SKUs  
ONE day turnaround for projects  
8 locations in the depot network  
[BP Case study]

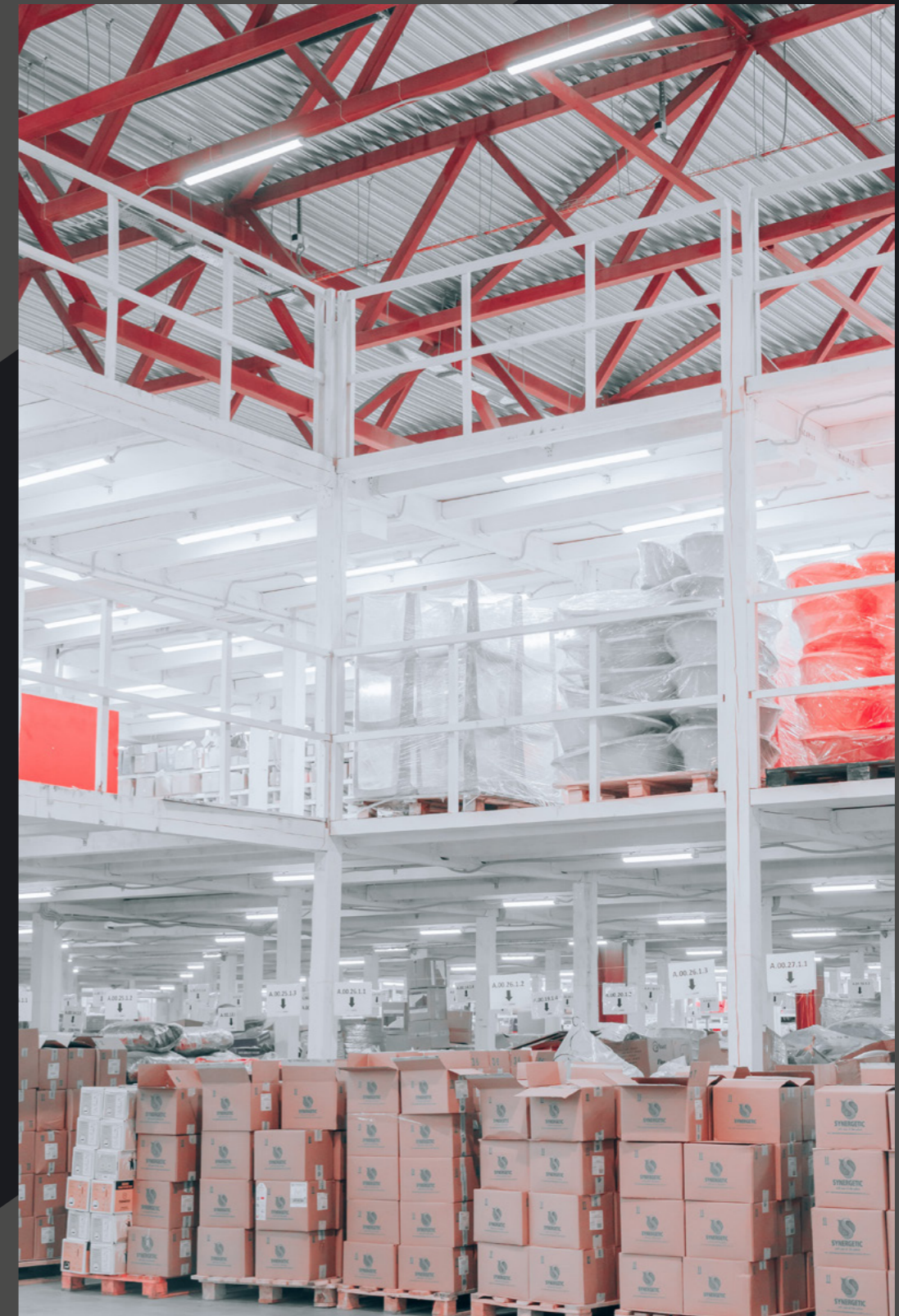
What to do here

# THE PROOF IS IN THE PUDDING.



Give it some context and talk numbers.

- + The Hub can process 1000 pick and pack orders a week.
- + 22000 SKUs are held in stock.
- + Secured with CCTV, the Vault has hosted over £100k worth of stock. From mobile phones to CBD products.
- + 5000 pallet spaces over 65000 square foot. And growing.
- + Over 100 tonnes of stuff go to recycling partner this year.
- + ZERO waste is sent to landfill.



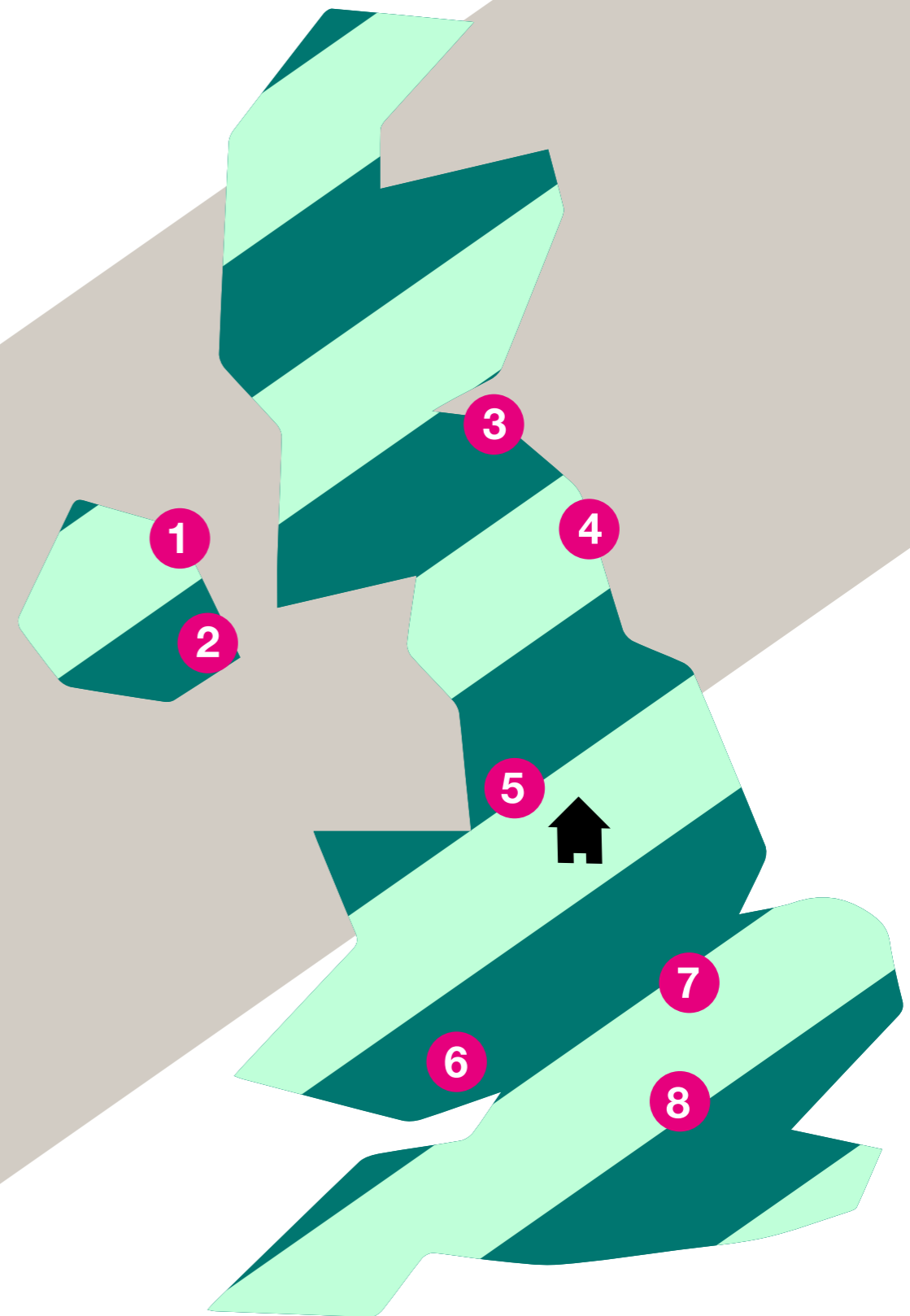
# DEPOT NETWORK

More than just great national coverage, our wide-ranging depot network is part of our sustainable workforce, allowing us to work efficiently and cut down on unnecessary journeys. Loughborough is our central depot, but there is no point individual stock parts going direct to jobs nationally. So a depot will receive all the kit for their regional jobs allowing the team to travel around that region without having to come back centrally for the next job.

Stock movements and project status are managed through Insite. So you know exactly where everything is, and how your projects are getting on. All in real-time.



1. Belfast
2. Dublin
3. Livingston
4. Gateshead
5. Reddish
6. Newport
7. Loughborough
8. Dunstable



# INSITE

We've mentioned Insite a fair bit, so it's probably best we explain.

Everyone is well versed in the power of data. That's why we have developed our own tech platform, Insite.

Live updates of maintenance calls, real-time project statuses, a full catalogue of orderable items, bespoke financial reporting, people management... the list goes on.

It's one version of the truth for all your locations. And all the data you need to make intelligent, informed decisions.





# AFTER

 TLDR: Aftermarket is whatever you need it to be. Got a project in mind? Brief us. [\[Link to form on website\]](http://www.momentuminstore.com/aftermarket)  
[www.momentuminstore.com/aftermarket](http://www.momentuminstore.com/aftermarket)  
[\[Socials\]](#)

# MARKET

Momentum  
Instore