

# Dimplex provides Market fresh air at Somerfield

**Somerfield is Britain's fifth-largest supermarket chain and is currently undertaking the mammoth project of consolidating under the Somerfield fascia more than 1000 stores across the UK. As a brand that's investing in growth, it selects its suppliers carefully to ensure that it delivers a consistently high quality shopping experience to its customers, and UK electric heating market leader Dimplex is helping to create the right environment in-store.**

As part of Somerfield's development plans, existing stores are being refurbished and new ones built nationwide. Two recent projects were a store refurbishment and extension in Wareham, Dorset, and a new build store in Aberystwyth, Ceredigion. Dimplex CAB15E 1.5m air curtains with energy saving thermostatic control were specified in both stores, with the Wareham installation surface-mounted, while the Aberystwyth store incorporated the air curtains recessed in the ceiling.

The Somerfield store in Wareham is a Market Fresh convenience store, which places an emphasis on high quality fresh foods. The volume of fresh food, combined with a store layout with multiple entrances, means that control over the internal environment is essential, with an effective curtain of air required between the interior of the shop and the noise, cold (or heat, in summer) and pollution of the outside environment. Three Dimplex air curtains have been installed over separate entrances to ensure that the interior of the store remains regulated, hygienic and comfortable for shoppers.

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## Client

Somerfield

## Products

Dimplex CAB  
air curtains

## Partners

Gomer Electrical

The new Somerfield store in Aberystwyth incorporates two Dimplex recessed air curtain units, each featuring a thermostatic controller for optimum energy saving. The air curtains fit easily into the suspended ceilings for an unobtrusive, streamlined look in keeping with the modern feel of the new store.

Mike Hopkins, Building Services Manager at Somerfield, comments, "We specify the Dimplex air curtains across Somerfield stores nationwide. The equipment is of an extremely high quality, but what's just as important to us is the high level of customer service and after-sales support we get from Dimplex. We trust the company and its people to work with us to deliver effective and tailored solutions."

The installations were carried out by Cardiff-based Gomer Electrical. Project manager Gareth Jones explains, "The Dimplex air curtains offer reliable performance with an aesthetically pleasing design. We have used them in a variety of commercial settings and Dimplex's three-year guarantee ensures our customers are happy with the equipment installed. In fact, for Somerfield we used Dimplex convector heaters for offices and staff rooms as well."

Up to 10 Dimplex air curtains can be linked together using an optional kit to provide 'gap-free' coverage across larger doorways, making them suitable for a wide range of commercial and light industrial applications. The CAB and DAB air curtain ranges are held in stock in the UK for prompt direct-to-site delivery.

 **Dimplex**commercial<sup>®</sup>

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