



Case Study

BUSINESS DURHAM INSTALLS CHARGING STATIONS TO DRIVE CONNECTIVITY

Durham County Council's business support service have installed Cable's charging shelves in their Tanfield Lea office centre



SNAPSHOT

Crable charging shelves have been installed throughout Business Durham's Tanfield Lea business centre near Stanley.

Why? To make sure their customers and clients are always able to keep in contact.

Mobile phones and other appliances like tablets are essential tools for business. Running low on battery creates anxiety from the inability to make calls, send messages and many more activities.



THE CLIENT

Business Durham are Durham County Council's business support service. They are responsible for delivering more and better jobs for the area which will lead to a strong local economy.

Attracting capital and inward investment, Business Durham helps develop an innovative economy where businesses can flourish.

These businesses require premises and Business Durham manages a sizeable portfolio of commercial properties including office space, laboratories and industrial units.

IMPROVING THE OFFICE EXPERIENCE

Throughout the working day people are reliant on their phones and tablets to conduct everyday critical activities. People aren't restricted to working from their desk and regularly need to hot desk or meet with colleagues and clients in other areas of their business premises.

Being able to charge their appliances wherever and whenever they need to is essential to the smooth running of the working day and consequently the productivity of the business.

Wireless charging provides people with the ability to charge their phones quickly and conveniently without the need to bring cables and plugs to work. Crable's fast charge wireless chargers offer a market-leading 15W of power that can boost a battery level by > 1% per minute.

Crable's charging hubs don't just provide wireless chargers - they also have USB ports and multiple plug sockets to allow people to charge by whichever method they prefer.

Branding of Crables within an office setting allows companies to generate brand warmth and strengthen brand identity. Bespoke design of Crables can be as simple as a multi-coloured logo or can include a call to action or QR code to direct people to a website or app that promotes the business or internal communications.



THE BUSINESS DURHAM SOLUTION

Crable charging shelves were installed throughout communal areas, meeting rooms and private offices in Business Durham's Tanfield Lea business centre.

Branding of their Crables was in the form of their punchy logo which was pad printed onto the front face of the shelf. Wireless charging icons were also pad printed on the top of the shelf, applying the brand's green from the Business Durham logo.

As recommended by Crable, the charging shelves were installed at a height of 1.1m from the ground. This ensured the charging stations could be used by all and were able to perform as floating shelves as intended.

The installation of the Crable charging shelves was carried out by Business Durham's in-house maintenance department following training by Crable's expert team. Crable offers survey and installation services too, and have introduced full maintenance packages as well as extended warranty policies.

THE RESULTS & BENEFITS

Crable are designers and suppliers of the world's most popular charging shelves. Our charging stations have been specifically designed to thrive in busy commercial environments.

Offices and business centres are hubs of activity and people are constantly on the move.

Suffering from the anxiety caused by low levels of battery power should not impact a worker's day. They should simply be able to top up in convenient locations via a choice of charging methods.

How often are offices and meeting rooms made into areas full of hazards? Trailing wires causing trip risks and damaged cables causing fire risks can all be reduced by having dedicated charging stations that 'put an end to cable chaos'.

Sarah Slaven, Managing Director at Business Durham, stated: "We have installed Business Durham branded Crables in meeting rooms and communal areas in our business centres. The charging stations have been well used by our customers and clients and are a fantastic additional service we can offer. Being incredibly economical to use, they are ideal for venues used by lots of businesses. The ability to put our logo on them means they fit in perfectly in our locations and reinforce our branding.



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CONCLUSION

Designed to improve the working environment of offices and meeting spaces, Crables are robust and hard working.

Business Durham are now able to enhance their offering to clients by showing they have a deep understanding of their needs in today's business model.



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