

Tailored for success in 2007

■ By ANDREW MERRELL

NATIONAL fit-out company Spacetailors has furnished its order book for 2007 with new contracts totalling £2 million. The Cheltenham-based firm has received the orders from sectors including retail, corporate, leisure, hospitality and education.

It is not just good news for the business, it also confirms its re-launch earlier this year under its new name – it was formerly Gwyn Powell & Son – and bid to broaden its customer base are well on track.

Andy Powell, the managing director, said: "This sets Spacetailors in line for our ambitious expansion for the future. We are already set to move to bigger premises and we will support this by integrating our own joinery shop into the Spacetailors offering. The work we have won will showcase our credentials as a national player, and as a business we are going from strength to strength."

The new business wins include work for Ruda Holiday Park, Pendine Sands Holiday Park, Esporta in Hampshire, Mecca in Catford, Asquith Nursery Woking and four Odeon cinema refurbishments including their head office and Printworks, Manchester. Its reputation and business are built on its ability to carry out fit-outs in a manner which allows the client company to carry on functioning during the process.

It completed a refit of Odeon's flagship Leicester Square



■ **A GOOD FIT:** Andy Powell in the foyer of the cinema in Coolock, Dublin

cinema in London, and a 14-week £1.5 million refurbishment of one of Europe's busiest cinemas, Odeon's Coolock picture house in Dublin.

One of its latest contract wins is from another successful Cheltenham company, Cult Clothing, the *Citizen* and *Gloucestershire Echo* Business of the Year.

Spacetailors will fit out new stores in Oxford and Reading.

Simon Kirby, manager at Cult Clothing, said: "Spacetailors started work earlier this month and have already turned a raw shell into something with character. We would definitely use them again."

Gwyn Powell and Son was established in 1963 by Mr Powell's father.

His son joined in 1980, bought the business from his father nine years ago and began to transform it this year. In

August the Spacetailors (www.spacetailors.com) corporate identity was launched.

"We want to be a brand that is automatically included on all tender lists because of the quality we deliver," said Mr Powell.

Spacetailors employs a core staff team of 20, although numbers ebb and flow depending on the work under way.