

A fresh impulse from Bolidtop FiftyFifty



It is wonderful to occasionally come across such a good story that it could evolve into a legend without much effort. More than that, Block Electrostore conclusively disproves expressions such as 'three is a crowd' and 'feeling like a fifth wheel'. This well-known Dutch [chain of electronics stores](#) does not run on five wheels, but is run by no less than five sons of its founder. They prove that not only three, but even five is not always a crowd. They all work for their father's company and together they are making a success of it as well! One of them is Ed Block. In his role as Sales Manager he is responsible for the [store formula](#) and decoration. "In 1990, we introduced a store concept that was quite exceptional at the time and with that I am referring to elements like the flooring and a suspended ceiling including a lighting plan. The last big alterations dated from five years ago". The formula could do with some modern additions to achieve a trendier result. "Our store in Hilversum had been eating on me for a while. Especially the routing and layout did not seem right to me. It needed a fresh impulse. We called in a professional to jointly take a closer look and this resulted in an outstanding store concept. It was a major challenge, because the store stayed open during the renovation".

All the sensitive equipment in the shop and the cabling these require also added to the complexity of the job. Timing is everything in such a case. Block acted on the right impulse when it set its mind on a synthetic floor finishing, which is not just very up to date and increasingly popular, but can be installed very quickly as well. Provided that Bolidt is the one handling the job, because it knows how to set about a project like this with its own application team guaranteeing a high-quality job that can be carried out efficiently, quickly and on a flexible time schedule. Together with design and retail construction management firm BRM, the Block brothers visited 'big name' Topshelf to admire one of Bolidt's legendary systems. After this visit and a tour of Bolidt's [headquarters](#), the brothers knew that a [Bolidtop](#)® FiftyFifty was what was needed to give a fresh impulse to their pilot store. A total transformation of the layout, the flooring, the lighting plan, the colour scheme and the furniture had to be completed within six weeks. It all turned out well and expectations with regard to the new formula are high. If indeed it turns out to be a success, it will be applied to other stores. A great opportunity for future cooperation between Block Electrostore and Bolidt.

