



Pets (Audio Visual)

Case Study



About

Pets embarked on an ambitious project to condense two of their previous distribution facilities into a single super distribution centre of approximately 800,000sq ft located in Stafford.

The new facility provides storage and distribution for a wide range of products including food stuffs, medicines, toys and animal furniture, as well as logistics support, recycling services and high specification office facilities.

Sudlows were commissioned to design, deploy and support the facility-wide public address and background music solution along with a range of high-quality corporate meeting room and training room audio visual solutions.

The Brief

Pets were keen to engage with a partner with established credentials in the design and deployment of audio visual solutions in large-scale distribution facilities.

The organisation wanted to deploy a robust yet cost effective public address and background music system across the estate for the safety and comfort of their staff, along with high-quality audio visual solutions in a range of meeting rooms, training rooms and auditoriums within the office spaces.

All meeting room spaces were to be Microsoft Teams enabled and ease of use of all systems was a key consideration.

Pets also required a video wall within their site operations centre capable of linking a number of different sources and providing easy access to that content for their Operational Teams.

Pets also required the solution to be low maintenance from an organisational perspective and required Sudlows to provide a support offering over three years that provided support and response times suitable for a critical business facility.

The Project

The overall solution to support the audio visual requirements for this 800,000sq ft facility includes a public address and background music system comprising of a central digital signal processor, connected across fibre cabling to networked amplifiers supporting the speaker channels out in the field.

A range of speaker types were installed to best support the audio need in each type of space, including internal and external environments. The system is able to receive paging calls from paging stations located at specific locations around site as well as the organisations' wired and wireless IP phones, thanks to an audio bridge between the two solutions.

The warehouse and external areas are zoned appropriately so that announcements may be made to a single zone and all zones, and the external zones are time clocked so that external paging may not be performed during unsociable hours.

A media player offers a local music source and IP radio for background music and the system is integrated with the fire alarm system.

Across the corporate offices, Microsoft Teams Rooms are provided with interactive screens thus offering maximum functionality for each room space. These meeting spaces include a number of small 4-to-6 person meeting spaces, mid-sized 8-to-12 person meeting spaces and a large board room. All in-room hardware for Microsoft Teams video conferencing is based on the Logitech family of products and includes the required speakers and camera for each room type, along with tabletop controller and a meeting room booking panel for each room.

In addition to the meeting room spaces, a training room has also been provided that includes interactive screens, microphones, audio uplift and room controls. This is a divisible room that can be two 12 person rooms or one 24 person room. An auditorium style training space has also been provided including screen, microphones, audio uplift, and room controls.

In addition to these requirements, a number of screens have also been provisioned for various digital signage applications around the facility, as well as a 4 x 2 screen video wall with wall control processor to provide a focal point for the Operations Team, providing access to content from various systems and applications used around the distribution centre.

Location:
Stafford

Sector:
Distribution

Duration:
4 Months



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ELECTRICAL SERVICES



BUILDING SERVICES



FACILITIES MANAGEMENT



A summary of the services and hardware provided include;

- Client Workshops.
- Full High-Level Design.
- Full Low-Level Design.
- DSP and Amplifiers.
- 109no Internal Speakers.
- 30no External Speakers.
- 3no Small Microsoft Teams Rooms.
- 3no Medium Microsoft Teams Rooms.
- 1no Microsoft Teams equipped Boardroom.
- 1no Divisible 24 person training space.
- 1no Auditorium.
- Digital Signage Solution.
- 4 x 2 Videowall.
- Three-year reactive and proactive maintenance package.

In addition to the Audio Visual solutions, Sudlows also designed and installed all the supporting infrastructure, both active and passive, upon which the audio visual solution resides.

Conclusion

Sudlows delivered on the customer's brief by designing and deploying a high-quality and feature rich commercial audio visual solution including interactive screens, room booking and video conferencing facilities in-line with the business' IT requirements. Colleague safety and engagement has been enhanced by a fully functional public address and background music system across the distribution centre, as well as via digital signage across various locations including colleague welfare areas.

Business operations are improved via access to multiple applications and video sources via a flexible and adaptable video wall solution and peace of mind across the whole solution is provided via a three-year support wrap.



Testimonial

Phil Guy, Senior Project Manager at Pets, commented:

"The addition of a high-quality corporate meeting room solution and functional training spaces, as well as the site-wide public address and background music solution, has really elevated the Pets colleague experience."



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