



PRESS RELEASE

Contacts:

Linda Laderman, Linda Laderman PR Ltd

Tel: + 44 (0) 20 7843 9496

Mobile: + 44 (0) 7802 501913

Email: lindal@ladermanpr.co.uk

Sue Butler, director, Kurt Salmon

Tel: + 44 (0) 161 925 2727

The importance of balancing “science” with “art” in a retail format was the theme of UK Retail Leaders event

London, 2 October 2012 – In an era, where retailers are obsessed with tactics rather than strategy, they need to better balance the “science” of shopping with the “art” of the design, proposed Paco Underhill, one of the world’s most respected experts in consumer behaviour, who presented at the Retail Leaders Champagne Reception organised by Kurt Salmon’s UK practice at the new National Football Museum in Manchester.

He highlighted both bizarre examples of consumer shopping behaviour alongside illustrations of leading-edge new formats from around the world to make his point to the audience of top retailers and brands. His presentation also encouraged retailers to remember to engage all five senses within their new formats and pay more attention to the “rhythm of shopping” such as matching product adjacencies to the time factor of a shopping trip.

“However, it is easy to change the physical design of a store, but the difficulty is changing the culture,” he contended.

To help retailers do both, Kurt Salmon formed a strategic alliance with Envirosell, the leading testing agency for store projects, of which Paco Underhill is CEO.

“Kurt Salmon’s operational expertise can help retailers work through how they practically implement the science with the art,” confirms Helen Mountney, managing partner, Kurt Salmon UK & Ireland.



Ends.

About Kurt Salmon

Kurt Salmon is the leading global management consulting firm specialising in the retail and consumer products industry. We leverage our unparalleled industry expertise to help business leaders make strategic, operational and technology decisions which achieve tangible and meaningful results.

Kurt Salmon is a company of Management Consulting Group (MMC - London Stock Exchange).

For a larger vision: www.kurtsalmon.com

For further information, please contact :

Linda Laderman
Managing Director
Linda Laderman PR Ltd
3 Queen Square
London WC1N 3AR
Tel: + 44 (0) 20 7843 9496
Mobile: + 44 (0) 7802 501913
Email: lindal@ladermanpr.co.uk
Web: ladermanpr.co.uk