



## PEL Supports High End Fashion Retailers on New Bond Street

PEL Services Ltd. has been appointed by three world famous luxury fashion brands to fit their stores with sound, security and fire alarm systems in New Bond Street, London, one of the most expensive strips of real estate in the world.

A fashionable shopping street since the 18th century Bond Street remains an iconic London landmark, home to some of the world's leading high fashion brands. With such valuable real estate and iconic brands, only the best support services will do. PEL Services, a leading UK systems company specialising in sound, fire, security & audio visual solutions, has supplied a range of these services to Hugo Boss, Fendi and Jimmy Choo's stores on New Bond Street.

Fire alarm and access control systems have been installed by PEL in all three stores, with CCTV, intruder alarm and Electronic Article Surveillance systems, plus Bose music systems, fitted at Hugo Boss and Jimmy Choo. Hugo Boss also benefits from a state of the art video wall.

Ken Faulks, Managing Director of PEL Services, comments on the success his company has had within the luxury retail market: "The top names in high end retail fashion deserve their strong brand image by means of hard work, quality merchandise and attention to detail. Determined not to compromise this in any way, they make sure that those that support them can do so reliably and consistently



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throughout their field of operation. PEL Services genuinely serves them with a quality package of systems and support services and, because they are using one company to provide this range of services, there is a genuine economy of scale in both the actual cost of the work and the project management.

“So, when these stores open for business, it will be in the knowledge that the systems that keep them safe and secure, and that provide the customer with an enhanced experience in the case of the sound systems and video walls, are installed and maintained by an organisation that believes that each project is a measure of its competence and ethos: Installing Quality, Instilling Pride.”

For over 35 years PEL Services Limited has been a leading UK systems company designing, supplying, installing and commissioning sound, fire, security & audio visual solutions. In addition PEL provides a range of service agreements including routine maintenance and fully comprehensive cover, on third party equipment as well as PEL systems, throughout the UK and Eire.

For sales information please contact PEL Services Ltd on 0333 123 2100 or go to [www.pel.co.uk](http://www.pel.co.uk) and [www.pelav.co.uk](http://www.pelav.co.uk)



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