

FEATURE: PREMIUM EXPERIENCE



"When designing premium onboard retail spaces for today's ships, we must think even more creatively than ever before. Not only do we have to maximise every inch, but we must also make furniture and wall sections transformable so they can serve multiple purposes. Unlike in land-based malls and port shops, our customers stick around for a few days, even weeks, onboard ships, so keeping them engaged and providing new visual appeal is key. Alternating merchandise and hosting brand-sponsored or special interest pop-ups make a huge impact on the bottom line. In the more premium areas, adding recognisable branded fixturing has proven its ability to increase credibility and sales. When considering branded fixturing, it is important to maintain a common architectural design to preserve the integrity and experience of the shop."

Actual design by CallisonRTKL

Jason Hatfield, Owner of Hatfield Project Management

"Chelsom supplied a variety of stunning high-quality crystal chandeliers for the Normandie restaurant onboard Celebrity Cruises' Celebrity Edge. The chandeliers were carefully selected to enhance the luxurious interior setting and create a unique dining experience. The main centrepiece chandelier has been custom designed for this restaurant and is located directly above the captain's table to draw guests' attention and evoke the sense of a private dining experience in a traditional restaurant setting. It comprises mirrored chrome metalwork and a trio of concentric circles that have been hand-crafted from hundreds of individual faceted crystal shards. These pieces exude quality in every aspect – from design to manufacture and installation."



John Hadley, Marine Director at Chelsom



Trimline

Trimline House, Paget Street, Southampton,
SO14 5GN, UK

Simon Dawkins, Director of Sales
Tel: +44 2380 334242
simon.dawkins@trimline.co.uk
www.trimline.co.uk

Formed in 1965, Trimline is the longest established interior outfitter totally dedicated to the marine industry. Over the years, the Trimline team has amassed a vast knowledge of the complexities of ship refits, earning it a reputation as a global leader trusted by cruise and ferry brands worldwide.

With over 530 refits under its belt, Trimline understands that every project is different and that on-site challenges need instant solutions in order to avoid delays to the overall refit programme.



Beadlight

Unit 31b Avenue One, Station Lane, Witney,
OX28 4XZ, UK

Matt Swiergon, Sales Manager
Tel: +44 1993 868866
mattswiergon@beadlight.com
www.beadlight.com

Beadlight is a British manufacturing company, focusing on design, quality and safety. The company manufactures LED lights using its patented 'Beadlight diffusion', which creates the finest LED illumination to read by. In 1997, Beadlight designed the first-ever LED reading light for a commercial airliner (Virgin Atlantic) and over the past 20 years, it has become a significant participator in the LED reading light market.

In 2020, Beadlight launched a patented ultraviolet air filtration device named Sirona. It is a localised air cleaning device that can be installed in cabins to help clean airborne pathogens and microorganisms in order to reduce the chance of illness while travelling.



Chelsom

Heritage House, Clifton Road, Blackpool,
Lancashire, FY4 4QA, UK

John Hadley, Marine Director
Tel: +44 1253 831400
sales@chelsom.co.uk
www.chelsom.co.uk

Chelsom works closely with the world's leading interior designers, cruise operators and shipyards to produce stylish lighting designs for cabins, suites and public areas. Whether it be producing thousands of wall lights for cabins, or unique installations for public areas, Chelsom offers standard products and fully custom-designed pieces.

The specialist technical and engineering teams at Chelsom understand all the complex demands of the cruise and ferry sector. All lighting products can be modified to suit marine applications and all international electrical and fire regulations can be adhered to.



Hera

Dieselstrasse 9, Enger 32130, Germany

Michael Hoekstra, Managing Director of Sales
and Marketing
Tel: +49 5224 9110
hoekstra@hera-online.de
www.hera-online.de

Building on more than 80 years of experience, Hera has helped to shape lighting technology and is now one of the leading providers in the lighting market. With around 100 employees, Hera supplies first-class products and system solutions in more than 60 countries around the world. The spectrum of services ranges from innovative LED and sophisticated system luminaires to lighting controls and a wide range of accessories. They can be used on land and on passenger ships.

Hera offers high levels of quality and innovation. To be able to deliver goods as quickly as possible, the company uses a fully automatic high-bay warehouse.

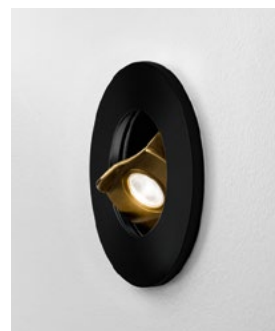
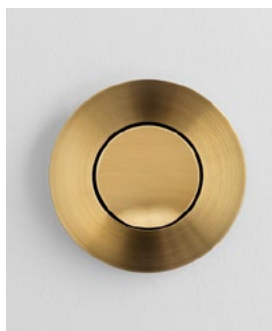


reddot winner 2021

LED EYE

— CHELSOM —

chelsom.co.uk



Cruise and Ferry Surface Protection

Temprotech has spent 18 years as a leading supplier of flame retardant temporary protection materials to newbuild and refurbishment programs around the world.

Our range of affordable products provide cruise lines, yards, outfitters and contractors with security and peace of mind enabling them to complete projects with minimal disruption, damage or delay.



Temprotech

info@temprotech.com

4 Kingsley Business Park, Kingsley, Hampshire, GU35 9LY, UK
Tel: +44 (0)1264 337722 Web: www.temprotech.com



CRUISE & FERRY



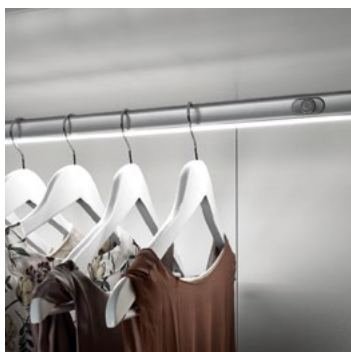
MEGAYACHTS



NAVAL FLEETS



OFFSHORE



LED Wardrobe Tube Luminaire

The wanted outfit immediately at hand without a long search!
Thanks to the simple and installation-friendly handling, every wardrobe can be upgraded visually and functionally.

**Learn more about Hera's LED solutions at
www.hera-online.de**

Hera GmbH & Co. KG
Dieselstraße 9
D-32130 Enger
Tel. +49 5224 911-0
Fax +49 5224 911-215
mail@hera-online.de
www.hera-online.de

Your lighting partner for bespoke LED Lighting solutions **Hera®**

LIGHT WEIGHT
B15 AND A60
FIRE RATED GLAZED
DOORS AND WALLS
— even the most challenging designs

Automatic sliding doors — Extra wide tandem
doors — Hinged doors — Walls and windows




pocadel
On The Safe Side

pocadel.fi