



Original **Lynx IDG** custom optical interior design and build







Our philosophy here at **Lynx IDG** is different to the others – different on every level, from the way we approach each and every individual we work with, through the entire creative process and on to the final build of the most innovative optical interior projects there are – we are different, always have been, always will be.

We have labelled this philosophy **100% Custom** – it embraces everything we do, who we are, how we operate and what we produce. Ultimately, we believe in developing pro-active relationships, engaging in a truly unique partnership process and delivering a design solution tailor made to suit each project we undertake without compromise, in short – **100% Custom**.

To find out more about how we work, what we do so differently and most importantly, how we can help you – please call our office on Freephone 0800 387287 / +44 (0)161 367 9628 or visit [www.lynxidg.com](http://www.lynxidg.com)

One of our team will be happy to assist and explain the next step of your journey into the future of optical retailing.



Here at **Lynx IDG** we have committed to working exclusively within the optical profession, both here in the UK and across the world.

We do not work with any other profession or industry and as a result, understand the very specific demands and unique challenges that you face. We comprehend every element of your business and we are sympathetic to the complexities of combining both clinical and retail environments within a single site.

This commitment gives **Lynx IDG** unprecedented expertise, knowledge and insight into your world and for over three decades we have been developing many of the fundamental principles upon which successful eyewear retail environments are based.

We have worked closely with many of the country's leading optical professionals to create award-winning practices. The ongoing success of those we have worked with and the interior builds we have produced, are testament to **Lynx IDG's** ability to deliver – time and again.

Drawing on this experience, we will design, develop and build you your new interior concept without compromise and always adhering to your own precise requirements, however extreme or unusual they may be.



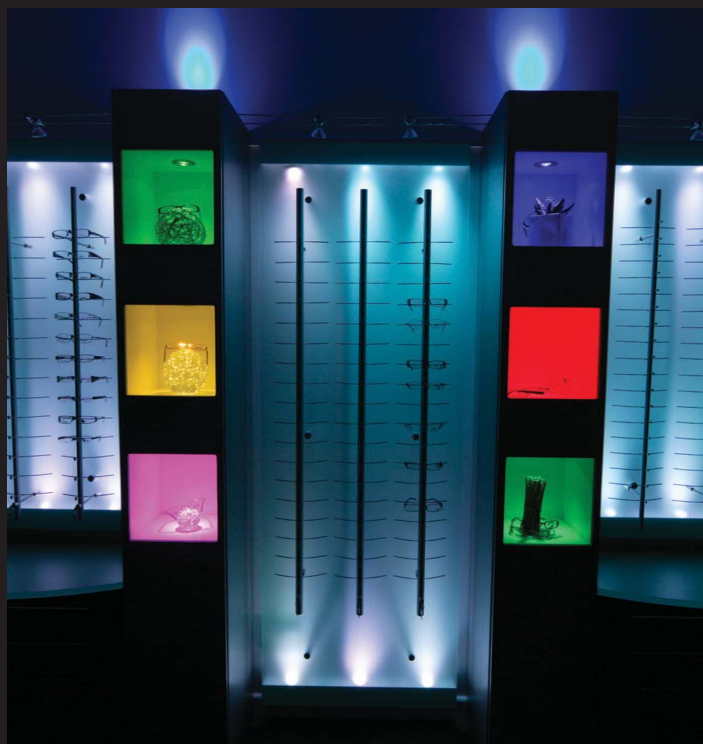














Our purpose is to listen to you, to identify areas within your business where improvements can be made and to provide insightful, informed and inspirational solutions formulated to assist in advancing your success.

No two practices operate in the same way – for this reason we treat each project as a one off and develop our design submissions from the ground up every single time we are commissioned to consult and present our ideas – **100% Custom.**

Our in house design team have a wealth of technical knowledge on all aspects of practice design and build, in addition to a deep understanding of optical retailing and brand marketing.

We will work closely with you in order to define your goals and give life to your vision; integrating your thoughts with our creativity, all combined to arrive at the ultimate conclusion.

Proprietary 3D modelling software, space planning programs and advanced optimised HD renders will be utilised during the development of every project to aid visualisation at each stage of the process.























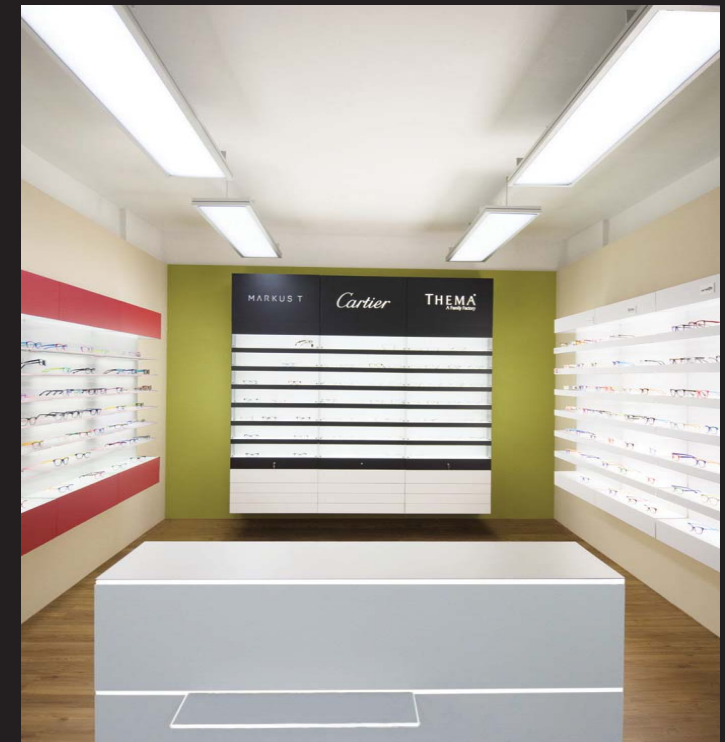
We at **Lynx IDG** recognise that there are many ways to measure success. However, running a rewarding and profitable practice, that is both fun and exciting to work in, whilst positively reflecting your personality and professionalism are primary objectives for most.

We believe in delivering the best possible solution for you, making a statement about who you are and what you represent and working with you to create a focused image and practice identity – aimed specifically at your target demographic.

Each project is developed to be undertaken within the tightest of time frames, resulting in the least possible disruption to your operational activities and within realistic and affordable budgets, always without compromise, naturally. We will also organise a tailored, tax-efficient finance solution designed specifically to suit your needs if you require.

As for your choice of materials, colourways and finishes... if it exists and can be used in a practical and effective way – you can have it. We do not subscribe to 'standard' in anything – from fabrication and specification of display and furniture design to finish and material options – all **100% Custom**.

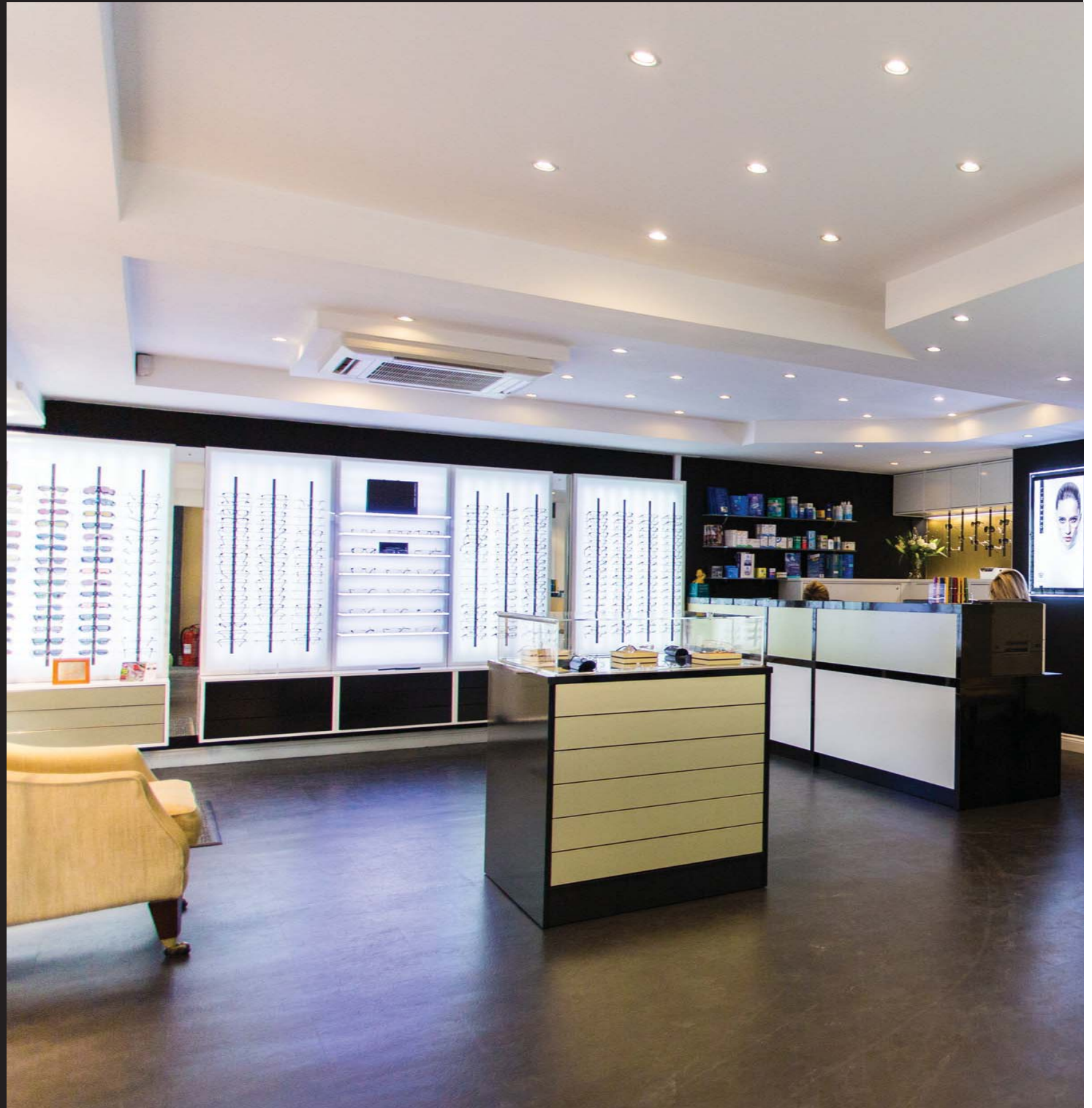
















As part of the creative process and to assist in the development of your new practice interior, we'd like to invite you to our design studio and showroom close to the centre of Manchester (by appointment).

Here you'll be able to look at the very latest concepts, frame displays, lighting and furniture, as well as many examples of fully built custom optical display systems.

Examine our portfolio, talk to our designers and enjoy the fun process of formulating a clear and real life vision of your new practice interior.

From a minor makeover to full design and build projects, **Lynx IDG** will radically transform your space. Come and see how.





Constantly raising the bar is the principal foundation on which we at **Lynx IDG** have built our business ethos and design values, coupled with a relentless appetite for pushing the boundaries as far as we can.

The desire to drive optical retailing forward through extensive research and development programmes, whilst at the same time remaining totally focused on what is right for the individual, is what makes **Lynx IDG** truly unique and is why we are who we are.

Our enviable reputation and exceptional relationship with the UK optical profession, together with our ground breaking, state of the art custom interior projects, are all facets of our organisation of which we are extremely proud and just some of the reasons we are considered trusted partners to those we work with.

Our emphasis moving forward is to continue our commitment to world class design innovation and product development as well as to delivering the very best custom optical interiors and display solutions available – anywhere.

**100% Custom — UK No. 1 since 1984**











At the forefront of world-class design innovation since 1984



- Free initial design consultation
- In house design and project management teams
- Minor face lift to full 'turn key' practice overhaul and re-fit
- Low rate finance packages tailored to suit your needs
- Individually created custom solutions
- Contract works division with full design and build/fit out facility

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