

EST. 1872
CROXSONS
William Croxson
A FAMILY OF PACKAGING



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THE BRIEF

Family-owned Croxsons supply premium glass bottles and containers to the finest spirits, wine and soft drinks brands. Following a transition in the senior team there was an opportunity to reassess and reinvent their workplace to fit their strategic direction. The aim in purchasing the old post office in Sutton was to build an inspirational workplace to showcase their clients' products, encourage flexible ways of working and amplify the Croxsons brand. The focal point would be a bar area where their clients could visualise their products in context. Blue Jelly's bespoke approach alongside our expertise in premium fit out and furniture made us the design and build partner Croxsons needed to bring their dream to life.

WHAT WE DID

Central to the main open-plan office is a modern, industrial bar with an eye-catching, reeded, aquamarine bar wall. Bespoke wooden shelves frame key client products and an archive bottle display peaks through the distressed, mirrored glass. A beautiful custom light box hangs above placing the Croxsons brand centre stage. This CAT A and CAT B design and build project included a complete demolition of the internal post office structure to make space for a new conference room, cellular offices, a sales suite, sample room, breakout kitchen area and new bathrooms. Creative Director, Scott Colman, carefully preserved the heritage of the site, revitalising details like the four metre high arched windows. Nods to its past use decorate the space including a post bike and a Victoria letterbox. A new statement front door welcomes all to the space whilst subtly, displaying the Croxsons brand for all to see in Sutton town centre.

THE RESULTS

This was truly a unique transformation, giving Croxsons a workspace to be proud of. It celebrates their brand, allows them to immerse their client's products in a real bar, enables flexible working and fosters creativity and aspiration. The once near-derelict post office is now a purpose-built, engaging workspace for Croxsons to be proud of.

**3,000
SQ FT**

**SUTTON,
SURREY**

**13 WEEK
PROJECT**



"Blue Jelly took the ideas in our head and heart, and delivered an incredible space that our team and clients love to be in."

Tim Croxson, CEO, Croxsons

