

# Hertz – Liverpool John Lennon



*“PPS interpreted our new branding requirements from the US and applied it to the new unit at Liverpool Airport which, being the first in the UK, needed to be tested against the US model. At the time the model had not been fully trialed in the US but despite this PPS delivered a unit we can be proud of and use as a solid basis to develop the future branding across the UK. PPS also delivered the project in a very short timescale”*

John Belsham  
Facilities & Project  
Manager – Hertz UK

## Project Details

### Programme:

Design detailing to  
incorporate new  
branding - 6 weeks

Pre-construction  
2 weeks  
Construction  
2 weeks

Value:  
£75,000

### Scope of service:

Design co-ordination  
Procurement  
Airport approval  
Cost planning and  
management  
Project Management  
Quality control  
Sign off

Property Project Solutions deliver first new brand rental unit in UK.

### Looking Good!

The UK's first full rebrand at Liverpool Airport.



Jason Rice and Team think the rebrand looks fantastic.  
[Extract from Hertz's Intranet Front page](#)

Property Project Solutions provided design and project management services to Hertz UK, inclusive of incorporating new brand requirements into the designs of the fabric and finishes. The brief was to fit out the unit complete with new counter, back office, new signage, ceilings, lighting, power and data installations and roller shutter. PPS also organised the relocation from the existing unit to the new as well as external signage and approvals with the Airport Authority.

The re-branding exercise being undertaken by Hertz is still in the development and testing stage, so PPS needed to liaise with the design / marketing people in America in order to interrogate their requirements, with particular regard to the new rear wall signage detail (which will incorporate plasma screens on larger units) and ensure that these could be incorporated in the UK design from both a material choice / source and compliance point of view.

