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- Charlie & Charles, Owners

Removals company saw opportunity to invest in self storage and is thrilled with the premium facility

Location:	Oakham, England
Solution:	Delivery of self storage units within a warehouse
Results:	Customer over the moon with Kuboid's guidance for their first self storage build

The challenge

Charles and Charlie, long-time friends of over 20 years, took the opportunity to take over Greenfrog Movers in 2021. They decided to expand the business after being inspired by their customers' growing interest in storage options for their belongings.

“As a removals company, we saw an opportunity for us to move into self storage, and we wanted something more slightly premium than containers.”

Charles and Charlie reached out to a handful of self storage construction experts and were soon impressed by Kuboid's quick response to understand their requirements. A site survey was arranged so both parties could meet in person, which was important to the customers and Kuboid. Charles and Charlie appreciated Kuboid's proactive approach and decided to partner with them to start their journey into self storage.



“Kuboid came to site which was really important to us, so we got to meet a member of their sales team very early on in the process.”

The building they acquired was once an old warehouse which was ideal for their first facility. Kuboid designed a layout which consisted of two floors. Charlie and Charles explained that they were unsure if they wanted to finance both floors simultaneously, so Kuboid offered their expertise and guidance and advised them to build the project in phases to help with the financial planning process.

“Kuboid were really helpful with the financial planning process. They told us that we could phase the project, and this allowed us to be clear with financing. Building one floor at a time, opposed to two floors at once allowed us to stagger the costs.”

The solution

Once the initial site survey was completed, Kuboid promptly began working on the design layout for the new facility. Charles and Charlie were impressed with the attention to detail and the thoughtful approach taken by Kuboid's design team.

“The designers came up with a few ideas on how to best use the space. It's been a really good journey for us.”



The collaborative efforts between Charles, Charlie, and the Kuboid team ensured that the final design not only maximised the available space but also aligned perfectly with their operational goals and the future growth of Greenfrog Movers.

“Kuboid’s communication was really good, we felt more important than the other companies made us feel – nothing was too small. Straight from the initial contact, they were really responsive. We had no idea what we were doing when we walked into this project, but Kuboid guided us through.”

The Kuboid installation team got to work to bring the self storage facility to life. Although the project was of the smaller scale, the Kuboid team worked hard to install the partitions, electrics, mezzanine and fire protection.

“Kuboid worked tirelessly, sometimes from early mornings to the late evenings. They got the project completed within a month - from an empty shell to what you see today. Credit to Kuboid.”

Once the mezzanine was installed, Charlie and Charles were able to start moving in customers straight away. Kuboid were then able to start phase two when the owners were ready.

The result

Kuboid finished the build in just four weeks, and the owners were thrilled.

Charles and Charlie were not only pleased with the outcome but also felt confident that their decision to expand Greenfrog Movers with Kuboid’s help was the right one.

Since project completion, Kuboid’s relationship with Greenfrog Movers has gone from strength to strength and they highly recommend Kuboid to anyone looking at starting a self storage business.

The full spec:

Range of unit sizes:
Door Colour:
Trim Colour:

15 sq ft to 125 sq ft
Forest Green
White

Scope of works:

Partitions, Mezzanine,
Electrics, Fire Protection,
Building Regulations, Aftercare

