



“Three things impressed me about Kuboid. The customer service, the attention to detail, and the price.”

- Ian Fisher, Owner

## Kuboid delivers second project for operator, set to generate over £500,000 per year

**Location:** Northampton, England.  
**Solution:** Delivery of a 40,000-square-foot self storage facility, on-time and within budget.

**Results:** Customer thrilled with unique facility, which is on track for full occupancy and impressive returns.

### The challenge

Ian Fisher, multiple business owner and entrepreneur, partnered with Kuboid to launch his second self storage facility in Northampton. After starting his first self storage business, Container Self Store, at the beginning of the COVID-19 pandemic, Ian recognised that this was an industry he wanted to continue investing in.

His latest venture, a 40,000-square-foot facility, builds on his previous experience, and incorporates unique elements to enhance the customer experience, making it a facility to remember.

Ian discovered Kuboid through an advertisement in an industry magazine published by The Self Storage Association.



He contacted three companies, including Kuboid, and was impressed when Kuboid responded the same day. Their prompt communication made a strong impression, ultimately leading Ian to choose them as his self storage construction partner. After successfully completing the first project in Nottingham, Kuboid kept in touch with Ian. When he was ready to begin his second project, it was a “no-brainer” to partner with Kuboid again.

“The fact that they communicated with me, answered my calls very quickly, I chose them straight away.”

### The solution

Ian had a clear vision for his second facility. He wanted a more spacious design, incorporating wider corridors to create a unique experience.

“When I phoned up Chris, I told him about my concept. Straight away, they brought down the main designer, we sat down for half a day just mapping out where everything is going to go.”



With experience from his first facility, Ian tailored his new business model to meet customer needs more effectively. He recognised key customer preferences; business customers such as plumbers and electricians prefer container storage with drive-up access, and indoor business customers favour roller shutter doors for ease of access.

“I wanted this facility to be a turnkey solution for business customers so they can turn up in the morning, get on with their business and not worry about the things around the business.”

## The result

Kuboid worked hard to deliver the project on time, and Ian couldn't be happier with the final result.

“We wanted the facility to be fun, and a little bit different, so when the customers come here, it's something they remember.”

Among the unique elements of the facility, Kuboid installed a 'cloud light', an innovative feature which has never been seen in a self storage facility.

“It's been fantastic from start to finish. Our sales representative Chris, has always been very diligent, always on the phone, replies to me on WhatsApp straight away, even when he is on holiday.”

Looking ahead, Ian expects full occupancy by the end of 2025. With an initial investment of £1.2 million, he anticipates annual revenues of approximately £500,000, showcasing a strong return on investment.



## The full spec:

**Range of unit sizes:**  
**Door Colour:**  
**Trim Colour:**

10 sq ft to 150 sq ft  
Aztec Yellow  
White

### Scope of works:

Partitions, Mezzanine, Fire protection, Partitioning, Electrics, Fire alarms, Stairs, Floor painting

