



“Kuboid really listens to their clients. They treat us as individuals, not just another order.”

- Emma Banks, Storage Manager

Trusted partnership drives next phase of growth for existing operator

Location:
Solution:

Redditch, England.
Development of a brand new facility for existing operator.

Results:

Customer has a goal to grow to 5 new locations, continuing strong partnership with Kuboid.

The challenge

Astwood Storage, based in Redditch, began its journey in self storage by transforming a former working farm into a self storage facility. As demand steadily increased and customer expectations evolved, the team recognised it was time to take the next step. They turned once again to Kuboid, a trusted partner with a proven track record, to bring their vision for a brand-new, purpose-built facility to life.

The development involved a complete ground and first-floor fit-out, carefully designed to reflect the original site's layout while introducing key improvements.

Emma Banks, a key player in the self storage space, stepped into her role at Astwood Storage in January 2025, bringing with her eight years of industry experience and a clear vision: to grow both the brand and its customer base. Working alongside her, Site Manager, Paul Amer, oversaw the day-to-day execution of the build, ensuring each stage progressed smoothly with Kuboid's expert guidance.



Having worked with Kuboid in the past, Emma knew what to expect, and she was once again impressed by their speed, communication, and attention to detail.

“Going through our process of selecting a fit-out company, Kuboid stood out, they made decisions quickly and easily. I worked with them before, received great service, and always trusted the product.”

Throughout the project, Kuboid's collaborative style and clear communication stood out. Emma valued their willingness to listen and the respect they showed for her ideas during the design phase, ensuring the final outcome aligned with both operational needs and customer expectations.

“I'm known for ripping drawings apart, I know what my customer base wants. It was about working together, and that's something Kuboid did really well.”

The solution

The new development was designed to mirror the first site, while incorporating improvements based on lessons learned. Toilets were added, addressing a major gap in the original facility.



The result

The outdated fob system was replaced with a modern door access solution, and roller shutter doors were swapped for swing doors, which better suited customer preferences.

“In the old building there was no toilets, so we incorporated those, as well as the latest door access, against where we had old fob systems. We also had old American style roller shutter doors which worked well, but we decided to move to swing doors, which our customers prefer.”

Emma, a firm advocate in Kuboid's product, regularly encourages other operators to see the results for themselves.

“Go and look at a Kuboid fit-out, see one that was done a few years ago, and then look at something new, you'll see how well the quality holds up over time. And speak to the operator, ask them what they think of the build, feedback is always good.”

From the moment the new facility neared completion, interest from the local community began to build.

Enquiries started rolling in even before the official opening, and early reservations quickly followed, clear signs that the improvements made to the site were hitting the mark. The enhanced design, upgraded features, and attention to detail helped position Astwood Storage as a professional and customer-focused operation, ready to meet modern expectations.

Growth is already in motion, with a clear strategy in place, Emma and Paul are actively exploring new locations, with a long-term goal of expanding Astwood Storage to three to five sites.

The journey ahead is ambitious, but the team is confident, not least because of the strong foundations they've built with Kuboid.

The full spec:

Range of unit sizes:
Door Colour:
Trim Colour:

25 sq ft to 200 sq ft
Poppy Red
White

Scope of works:

Partitions, Design, Aftercare,
Fire Protection, Floor Painting,
Door Trims, Security.

