



“Kuboid helped us in everything - from the concept, to the build, to the marketing, to growing the business.”

Paul Zuzon, Founder & Franchisee, uStore-it

First-ever UK uStore-it franchise brings community-focused self storage into the heart of London.

Location: Dalston, London, England
Solution: Full design and installation of a city-centre self storage facility within a non-traditional office building
Results: A fully-fitted, fast-delivered self storage facility supporting a pioneering franchise model and community-led entrepreneurship

The challenge

uStore-it Dalston represents several firsts. It is the first U Store-it facility in the UK and the brand's first franchised self storage site, bringing a proven Spanish model into the London market.

The client, Paul Zuzon, Founder and Managing Director of Brylee Healthcare Ltd, was new to the self storage sector. Founded in 2019, Brylee Healthcare reflects Paul's background as a former nurse and his determination to change how nurses and carers are recruited in the UK. Rather than entering self storage as a traditional investor, Paul aimed to prove a concept: that self storage can be accessible, community-driven, and located where people actually live.

The building itself posed further challenges. Formerly an office building, the site was not a typical self storage conversion. Access was extremely restricted, with no forklifts or pallet trucks permitted, limited unloading space, and very tight internal routes for materials.

“The biggest challenge for us was location and the type of building. It was a very tight building to work with, and the logistical side of the project was different to usual,” said Chris Fletcher, Head of Sales and Marketing at Kuboid.

With a client entering a new sector and a building presenting logistical constraints, the project required careful planning and a network of subject matter experts well before installation began.



The solution

Tapping into Kuboid's network and partners, despite the restricted access and logistical complexity of the building, Kuboid successfully conceptualised, designed and installed a high-efficiency unit mix that maximised the available space while maintaining usability and durability.

The installation included swing doors throughout, with corner guards and kicker guards installed to protect high-traffic areas. A Carl-F padlock surface-mounted latch system was identified to ensure reliable, secure locking across all units. In addition, bespoke locker sizes were designed and installed to optimise cubic metre usage and cater to a wide range of customer needs.

The final unit mix ranged from 10 sq ft to 75 sq ft, allowing the facility to serve both short-term residential users and longer-term storage customers within the local area.

The solution

Built within a gross floor area of approximately 4,185 sq ft, the design achieved a net lettable area (NLA) of approximately 3,186 sq ft, resulting in an impressive 77% yield. This is a strong outcome for a non-traditional, multi-occupancy office building conversion.

The performance reinforces the project's core message: self storage can succeed beyond conventional warehouse structures when supported by intuitive design, the right unit mix, and expert operational planning.

Beyond the physical build, the project stands out for its purpose. Paul and his wife, Erika Zuzon, set out to create more than a self storage business. With strong ties to the Filipino community in London, the franchise model helps people step into business ownership, providing secure income alongside existing careers.

"It is our way of paying it forward, and it is our way of helping other people become business owners themselves, and specifically become a uStore-it self-storage business owner," said Paul.

Situated within a dense residential area surrounded by apartment blocks, the site serves customers within walking distance, reinforcing that successful self storage doesn't have to follow traditional norms. With strong early traction and growing interest from future franchisees, U Store-it shows how expert collaboration and community-first thinking can create a successful, scalable operation.

"Kuboid were the best for a number of reasons, but one of the top three reasons for me is their ethos. They're very client-centred, which is also the ethos of our company."



The full spec:

Range of unit sizes:

10 sq ft to 75 sq ft

Door colour:

Poppy red

Trim colour:

White

Scope of works:

Swing doors, Corner guards and kicker guards, Carl-F padlock surface-mounted latch system, Bespoke sized and cubic metre lockers, Self storage partitions and full unit fit-out

