



Penneys Bray

PENNEYS

PROJECT

Penneys, known internationally as Primark, is a leading retail chain celebrated for its fashionable and affordable clothing offerings. The new Bray store, located in the heart of Bray, Co. Wicklow, faced challenges in maintaining optimal indoor air quality and temperature control, both of which are crucial for customer comfort and employee productivity.

This new store, situated in Bray Central, spans 19,600 square feet of retail space across a single floor and has created approximately 100 jobs, marking Penneys first location in Co. Wicklow. The opening of this store is part of Primark's strategic commitment to invest over €250 million in Ireland over a ten-year period.

PRODUCT

In collaboration with our client, Lynskey Engineering, Tech Refrigeration and Air Conditioning selected the Panasonic 2-Pipe VRF (Variable Refrigerant Flow) system, utilizing high static ducted units for the main retail area, to deliver comprehensive temperature control across the entire space. This system provides several advantages, including high efficiency, flexible installation options, and superior climate control.

The high static ducted units are particularly suitable for large spaces like retail stores, ensuring even distribution of conditioned air. Additionally, the inverter technology integrated into the Panasonic VRF systems optimizes energy use, thereby reducing operational costs. The system's quiet operation ensures a pleasant shopping environment with minimal noise disruption.



CLIENT

Penneys (Primark) is a prominent international fashion retailer employing over 80,000 people across 17 countries in Europe and the United States. Founded in Ireland in 1969, Penneys aims to provide affordable choices for everyone, offering a wide range of products from high-quality everyday essentials to stand-out fashion styles across women's, men's, and kids' apparel, as well as beauty, homeware, and accessories. With a strong emphasis on creating exceptional retail experiences, Primark currently operates over 440 stores globally and continues to expand, with a goal of reaching 530 stores by the end of 2026.

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