

Capital Project



One of Renfrewshire's butchers has completed a shop refit and remarkably it was all done in just one day. The John Marshall shop in Johnstone High Street closed on a Tuesday night and by the time the shop re-opened on the Thursday morning the entire front shop had been completely refitted.

Out went the Criosbanc counter that was state of the art when it was installed in 1985. In came three stand alone display cabinets and one dairy case. The smart new units totally transformed the shop, but it was not just the look that changed. New products could be displayed to better advantage and customers reacted favourably giving a boost to sales.



Capital Supplied from their Klaudia range, selected for design and value for money models have been installed in butchers across the country.



John Marshall Butchers has traded in Johnstone since 1906. The burgh is at the western edge of the Greater Glasgow Urban Area, with a population of just under 16000 it evolved as a planned community.

Coal, heavy engineering and cotton brought jobs to the community but of course times have moved on and a great number of inhabitants now commute to jobs in Glasgow and the surrounding area.

David Marshall is the third generation to run the business having succeeded James, his father as the principal in 1978. In 2017 David's step son Bryan gave up his job as a manager with a health care provider to come into the family business.



Bryan accompanied David to the Scottish Craft Butchers Trade Fair in Perth earlier this year and they were aware that they needed to address their front shop. When it came to attractive looking equipment that met the budget, Gerry Simpson at Capital Cooling ticked all the boxes.

With meticulous planning Wednesday 7th September was the scheduled day. Getting the old cabinet out was a greater problem than getting the new ones in and with delivery vehicles clogging up the High Street it was organised chaos outside the shop for most of the day.





David said "Capital Cooling delivered on time, they did a great job and kept us fully informed throughout" and Bryan added "we have noticed a huge difference in the shop."

"Footfall has increased, our margins have improved because we are utilising products better and we are reaching, and sometimes smashing, our targets."

A feature required by David and Bryan to have a very visual "Grab & Go", where Capital supplied a Stainless Steel Galaxy multideck, with Canopy LED and LED undershelf lighting to enhance and show off products.

Marshall's are now looking forward to a busier Christmas than ever. They have changed their ordering system and as a result of putting two new refrigerated vehicles on the road will offer a comprehensive delivery service.

Open daily from 8.00am to 5.00pm, the business sustains a staff of six. In addition to David and Bryan, the Johnstone shop employs Janice, Garry, Ken, Matt, John and David.

Their beef and lamb comes from the local abattoir in Paisley with Marshall's valued as one of wholesaler John Scott Meats oldest customers. Pork is supplied by Robertsons in Ardrossan.





The business has always had good pie sales and was greatly boosted by winning the 2013 Scottish Championship for the best Steak Pies.

That followed the West of Scotland Sliced Sausage Championship and although the bulk of the trade is retail, Marshalls supply pies and sausages to convenience stores into Glasgow.



The new dairy case allows the steak pies to enjoy better display and customers the ability to select the size or price they require. Eggs, cheese and home made lasagne are displayed alongside with plans to increase the ready meal offer in the future.

Bryan's arrival into the business has given it a shot in the arm and confidence to invest in its future. David freely admits that prior to his step son becoming involved their marinades and kitchen ready products were restricted to Chinese glazes. Acknowledging that they needed to change away from a very traditional mince, stew and sausage shop, now there is an array of inviting meat dishes.

The new cabinets are just part of the continuing optimism in this butchers. A farm has been purchased in Ayrshire with the intention to supply their own grown beef.

The 'Capital' investment is already paying off for this 110 years old business and it would appear that they will be celebrating anniversaries for a big number of years yet.

