



admiral

CASE STUDY
Poundland



Established in 1990, Poundland is today the UK's largest single price retailer. Poundland's retailing concept is extremely simple – a range of more than 2000 items, each offered for sale at only £1 each representing amazing value for money.

A fast growing, dynamic business, the company has established a history of target-beating performance. Since Admiral starting to do business with them in 2007, we have been continually buoyed by their successes in these difficult times for the High Street. With their recent expansion into Ireland, under the Dealz brand, Admiral will be supporting Dealz in Ireland, alongside the blue-chip hospitality and retail clients currently using our products and services on the Emerald Isle.

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