

# When IKEA set up home in Milton Keynes.



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Ivan Brown, Marketing Manager,  
IKEA Milton Keynes

**Milton Keynes**  
No comparison

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**Construction began on IKEA’s 14th UK store in Milton Keynes on May 2nd 2005. It was opened on December 27th, three weeks ahead of schedule, making it the world’s fastest ever built IKEA store. 450 jobs were created.**

Milton Keynes had long been a target of IKEA’s to ease the pressure on its London and Birmingham stores. “Milton Keynes’ location is ideal.” says Ivan Brown, Marketing Manager. “The city’s planned growth, plus superb accessibility, which brings 7.5 million people within our 1½ hour catchment area, gives us an incredible customer base. IKEA has around 250 stores all over the world. I doubt any of those stores experienced teamwork like we did from all the organisations involved in the planning, building and launch of IKEA Milton Keynes. The city’s famed ‘can-do’ spirit was in evidence throughout.”

The expansion into Milton Keynes gave IKEA the opportunity to build a store with a difference with many innovative operational

and environmental solutions including rainwater harvesting, 90% recycling capability and back-filling. Back-filling offers considerable practical benefits for both co-workers and customers. The system allows the replenishment of stock without ever using equipment such as fork-lift trucks on the store floor without disrupting the customer experience and making it a safer shopping environment.

Store Manager Mats Kotka, who relocated from IKEA Finland to Milton Keynes, says: “I am delighted to have been part of such a fantastic project and look forward to providing people with the unique home-furnishing experience that IKEA has become famous for.”

**With 250 stores in 34 countries and annual sales of £11.8 billion, IKEA is one of the world’s biggest and best loved furniture stores.**

**IKEA arrived in Milton Keynes in December 2005.**

