

## PTSG to work with furniture giant

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[Premier Technical Services Group Ltd \(PTSG\)](#) will deliver specialist electrical services for a new Ikea store in the heart of London.

214 Oxford Street was formerly the country's flagship Topshop store. Ikea experimenting with smaller stores and at the opening of its Hammersmith outlet in 2022, Peter Jelkeby, CEO and CSO of Ikea UK, said: "Londoner's will be able to take the tube to an Ikea store, pop in, grab a yellow bag and buy [our] home furnishing accessories."

Ikea's mission is to capture the energy and innovation that London is so famous for, with its new Oxford Street store blending classic IKEA charm with London's modern flair. The store will offer curated designs from local talents, alongside established IKEA classics.

In this contract, engineers from [PTSG Electrical Services Ltd](#) will install a new lightning protection systems which will offer protection for the building and its users in the event of an electrical storm.

PTSG is the UK's leading provider of lightning protection services. Many also believe it to be one of the oldest. JW Gray, which became part of PTSG in 2015, began trading in 1835, making it one of the oldest – if not *the* oldest – trading provider of lightning protection services in the UK and possible even Europe.