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Connecting community and future-ready retail

When Mitre10 opened its new Brougham Street branch in Christchurch on April 7th 2025, it marked more than a relocation of the Beckenham store a short drive away.

The 1.1-hectare site, previously home to the historic Lane Walker Rudkin clothing factory, transforms a long-vacant industrial space into one of the largest hardware stores in the region.

Mitre 10 Projects Manager Hayden Smiths was a big part of launching the branch and says that delivering a modern retail environment capable of handling large-scale monthly customer demands, was a project the company undertook with confidence.

“We were thrilled to bring all 38 existing team members from the Beckenham store across and now have an expanded team of 135. Not only have we created significant new employment in the local community, but we’ve showcased the mutual value and commitment we share with our team members,” he says.

While expanding product range, garden centre capacity and dedicated facilities for all trades, the team prioritised the integration of digital systems and infrastructure that will perform flawlessly from day one and remain fit for purpose into the future.

“It is vital that everyone in store can rely on seamless connectivity. To achieve this, we knew that we’d need to partner with experts who would understand the unique aspects of our branch, our operation and, most importantly, the requirements and expectations of our customers,” says Smith.

Backing local expertise

Staying true to its philosophy of supporting local capability, Mitre 10 selected Christchurch-based TASH Communications to design and install the store’s structured cabling and data network.

From the outset, TASH director Ashley Gilmore focused on long-term performance outcomes, addressing operational needs including high-density WiFi, point-of-sale systems, administration networks and Mitre10’s customer-facing Bay Finder app.

“The Mitre10 team made their commitment to customer and staff experience very clear from the outset, requiring a seamless and reliable solution that would deliver excellence from the store’s opening day to long into the future. This was demonstrated in their willingness to learn about the technology and provide valuable insight into their customer satisfaction benchmarks,” says Gilmore.

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Belden

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The project demanded a point-to-point 10-Gigabit backbone and stable bandwidth across over 500 outlets and more than 30 access points. Four structured cabling data points per till ensure seamless connectivity during peak customer traffic and TASH specified Cat6A shielded cabling rather than standard Cat6.

"There was only one brand that we trusted to deliver the sophistication, technical capability and long-term performance to meet these high standards and that was Belden. My team and I are proud of the results and Mitre10's satisfaction with this critical infrastructure," he says.

With its higher bandwidth capacity, Category 6A f/utp (shielded) cable enables reliable 10-Gig signal along with 90W power over ethernet for wireless access points over longer distances. In a large environment like the Brougham Street Mitre10, it delivers fit-for-purpose capability now and impressive future-proofed capacity.

Smarter termination with RevConnect

To maximise performance and efficiency, TASH worked with Cuthbert Stewart Limited (CSL) to specify RevConnect from global connectivity specialist Belden.

Robert Duggan, CSL's Product Specialist of Structured Data Cabling Solutions says that the project used approximately 80 rolls of 305-metre cable and more than 500 outlets.

"RevConnect simplified termination, reducing installation time by up to 60 percent and lowered failure rates to around 2 percent compared to the industry norm of 10 percent. The scale of this project is an excellent example of how Belden's portfolio can perform at any scale," he says.

Belden RevConnect also incorporates robust RJ45 connections suited to 10GA cable, ensuring easy maintenance and flexibility for future layout changes.

For Mitre 10, these technical gains translate directly into operational certainty. Wifi remains stable, POS systems function without interruption and the Bay Finder app operates smoothly regardless of customer load.

With a robust connection to the store's critical UPS System, Generator and StarLink connectivity, shoppers and staff remain assured of operational continuity and safe shut-down in the event of a power event.

Certainty through collaboration

As an experienced product distributor to industry, CSL delivered product availability, supply chain continuity and direct access to technical support from Belden.

During the construction programme, this partnership reduced risk and reinforced confidence in the chosen solution.

Hayden Smith says that choosing TASH Communications for local expertise and trusting their specification of Belden's RevConnect and partnership with CSL, delivered the performance, supply chain assurance and technical depth required to balance cost, capability and confidence.

"The store has created new jobs, enhanced the customer experience and expanded trade and DIY facilities, all while honouring Christchurch's industrial heritage. Early customer feedback reflects strong community support and seamless staff transition, with no lost trading days," he says.

The Brougham Street branch stands as a benchmark for modern, future-ready retail in New Zealand. It is a flagship store that not only delivers operational excellence but demonstrates Mitre 10's long-term commitment to staff, customers, and the communities it serves.

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Tash Communications Cabling

Tash Communications is an A-Grade installer of data cabling, CCTV, MATV and security solutions, managing all project aspects from concept to completion.
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