

CASE STUDY: MILWAUKEE

Creating unique space and event solutions

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CLIENT

Milwaukee was founded in 1924 and specialises in manufacturing heavy-duty, portable electric power tools for industry professionals. Their almost 100 year history and esteemed product quality has solidified their position as a market leader, offering over 500 tools and 3,500 accessories to customers. From their small beginnings in Wisconsin, Milwaukee is now an established brand, operating in many countries across the globe.

EVENT

Big Red roadshow truck 2016-2021

GOAL

To bring Milwaukee's vision to life and create a truck to showcase their products throughout Europe.

SOLUTION

Showplace designed 'Big Red' to create a portable environment that would display Milwaukee's products to consumers. The chassis unit was lowered for optimal accessibility and the interior was adapted with custom shelving units to present a variety of tools and equipment. A large screen was also operated on the exterior, displaying a company video to their audience.

A bespoke operational programme was implemented to cater for logistical requirements. Showplace also took care of all vehicle checks and adherence regulations to ensure that the show ran as smoothly as possible.

RESULTS

1. Successful event

Milwaukee reported that the roadshow enabled them to successfully showcase their products to new audiences across Europe.

2. Positive feedback

Milwaukee were pleased with the final result for their roadshow, reporting that Showplace "did such a good job in such an unbelievably short time!"

