

CASE STUDY: HITACHI

Creating unique space and event solutions

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CLIENT

Hitachi was founded in 1910 in Japan and specialises in a variety of products such as renewable energy solutions, railway systems and motor equipment. From their small beginnings in Chiyoda, Tokyo, the company is now a global leader, managing over 850 Hitachi companies worldwide.

EVENT

Scotplant 2022

GOAL

To create a striking structure to showcase Hitachi's CT Fleet Link Technology to guests attending the event.

SOLUTION

Showplace provided a 6m Moda structure complete with carpet flooring and internal tension fabric graphics. A branded extension canopy was installed to the exterior, as well as integrated flags ensuring the structure could be seen from all angles at the event. Custom branded shark tooth graphics were also fitted to the outer walls, allowing visibility inside the structure whilst maintaining the appearance of striking graphics.

Finally, Showplace supplied furniture to complete the final look of the structure, providing a space for attendees to relax.

RESULTS

1. Successful event

Hitachi reported that Scotplant 2022 was a success and that guests enjoyed their time in the structure.

2. Return customer

Hitachi have since used other Showplace services, such as trailers, in addition to continuing to utilise our structures.

