

CASE STUDY: WATSON FUELS

Creating unique space and event solutions

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CLIENT

Watson Fuels was founded in Wiltshire in 1957 and is a member of the World Kinect Corporation. With over 65 years of industry experience, Watson Fuels is the second largest fuel distributor in the UK and is a proud member of the UK and Ireland Fuel Distributors Association.

EVENT

Cereals, Royal Cornwall Show, Royal Norfolk Show and Kent County Show

GOAL

To create a striking hospitality facility to welcome guests and represent Watson Fuels for the duration of each event.

SOLUTION

Showplace provided three Moda structures to create the desired facility layout. The structures were fitted with striking tension fabric graphics and gutter branding, along with branded counters. Decking was installed, as well as ramps for optimal accessibility and integrated flags were fitted directly to the structure.

Showplace also supplied furniture to complete the final look of the stands and to create an area for guests to relax in the structure.

RESULTS

1. SUCCESSFUL EVENT

Watson Fuels reported that the events were a resounding success and that guests enjoyed their time in the structure.

2. RETURN CUSTOMER

Watson Fuels have since used Showplace's services for other events such as the Royal Cornwall Show and the Royal Norfolk Show.

