

CASE STUDY: WIGGLE

Creating unique space and event solutions

www.showplace.co.uk



CLIENT

Wiggle was founded in 1999 and specialises in selling a wide variety of sports equipment and apparel. From their small beginnings as a shop in Portsmouth, Wiggle is now a national retailer offering products all over the UK.

EVENT

Wiggle UK Roadshow

GOAL

To bring Wiggle's visions to life and create a trailer to transport and display their sportswear equipment and apparel across the UK.

SOLUTION

Showplace customised the trailer's interior to create a space for attendees to browse Wiggle's sporting equipment. Shelving and clothing rails were fitted, as well as custom bike racks to bring the retail environment to life. Graphics were also applied to the interior and exterior, and a custom ramp was installed to make the trailer more accessible.

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

RESULTS

1. SUCCESSFUL ROADSHOW

Wiggle reported that the roadshow was a success and they were able to showcase their products to current and potential customers across the UK.

2. RETURN CUSTOMER

Wiggle utilised another trailer from Showplace's fleet for a new retail roadshow.

