

**Milwaukee on the road**. Taking the product to the consumer throughout Europe.

The brief required the trailer low to the ground for easy access, an area for product demonstrations and audio visual support which is able to be operated by one person.

Showplace designed and built the Big Red. The first of its kind a low chassy unit. It can be operated single handedly.

With fantastic space for product demonstrations, a large screen to reach audiences outside of the trailer. The interior walls provide great space for displays and there is secure storage for the product. This was all built within budget and on time.

*"I wanted to let you know how positive the feedback has been on the truck images I have shown internally. You did such a good job in such an unbelievably short time!"*

**Marc Reeves, Marketing Assistant EMEA**

