

CASE STUDY: ALBERT BARTLETT

Creating unique space and event solutions

www.showplace.co.uk



CLIENT

Albert Bartlett was founded in 1948 and are the UK's leading supplier of potatoes. They have a vast network of farmers across England, Northern Ireland, Scotland and Jersey and expanded their operations to the USA in 2012.

EVENTS

Royal Highland Show 2007-2014

GOAL

To create a striking hospitality facility to welcome guests for the duration of the event.

SOLUTION

Showplace provided a 170m² structure to create the desired facility layout. The structure was then subdivided into four sections using tension fabric graphics to create contrasting themed areas. Showplace also supplied furniture to complete the final look of the structures.

Halfway through the event, the facility was refitted overnight to change from corporate hospitality to an experiential public space.

RESULTS

1. Successful event

Albert Bartlett reported that the event was a resounding success and that guests enjoyed their time in the hospitality facility.

2. Return customer

Albert Bartlett continued to use Showplace's structures for their future facilities at the Royal Highland Show.

