

# GT Trax expands its growing portfolio with Star Shades

GT Trax, the Hertfordshire based supplier of a range of equipment for events, shows and festivals, has become well known within the industry, for the hire of temporary roadways and walkways. Their products are manufactured from recycled and recyclable material which often helps an event organiser to complete their own environmental audit.

However, over the past couple of years, the company has been steadily building up its temporary structures portfolio, with the purchase of the unique MegaSol along with a fleet of single and double Star Shades.

"It all started when we first spied the MegaSol during one of our research trips to Holland," explained GT Trax managing director, Trevor Tinker. "One of suppliers strongly advised us to view the MegaSol, as they believed that it would fit nicely with the products we already had in our fleet," added Trevor.

The MegaSol is promoted as the 'largest mobile parasol in world' – a boast that has been lived up to throughout its time in the GT Trax fleet. The MegaSol comes in two sizes; either a 12-metre or 17-metre diameter with an anti-slip flooring and ramps for wheelchair users. It provides sufficient cover of up to 250 individuals. The MegaSol has become popular at a variety of shows and festivals including, the annual folk jamboree - Towersey and the popular Cambridge Rock Festival. The MegaSol always takes centre stage at the Showman's Show, rendering cover for GT Trax's guests in the often unpredictable weather during the October show. The huge Christian festival, the Big Church Day Out, has the MegaSol each year to act as a meeting place for fellow worshippers.

"The MegaSol was our first move into the temporary structure markets," continued Trevor, "and it proved to be a popular product with



our clients. Although we are not considering yet purchasing a second MegaSol, our research showed that adding other types of temporary structures to our fleet would be well received by our customers," contended Trevor.

GT Trax decided that the Star Shade products, which operate to a similar style to their MegaSol, would be ideally suited to set alongside their existing range. Over just a short period of time, GT Trax is now in a position to offer both single and double Star Shades for hire, just about anywhere in the UK, with a full installation and delivery service. Indeed, the massive Download Festival at Castle Donington had several Star Shades this year and likewise, GT Trax Star Shades will be at Knebworth and Silverstone.

With their different styles of temporary flooring and the popular Foldtable event seating, GT Trax are now offering some cost-effective package deals to hire a selection of their products. It has been a good



move in a slightly different direction for GT Trax, but as their position in the events markets strengthen, GT Trax intend to continue to innovate and bring more new products into their portfolio.

For more details contact the GT Trax hire and sales team on 01763 252 854 or email [info@gtrax.co.uk](mailto:info@gtrax.co.uk). [www.gtrax.co.uk](http://www.gtrax.co.uk). GT Trax can be found on YouTube, LinkedIn, Facebook, Pinterest and Twitter.

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