

# GT Trax Move Forward

**With another highly successful summer season now behind them, the event rental specialists GT Trax, reflect upon the factors that made this season their best ever. Incorporated in early 2005, and headquartered in Hertfordshire, the company has become a regular supplier to the UK events industry, supplying a wide variety of products to most of the leading events, shows and festivals. GT Trax provides a full installation and removal service by experienced personnel, just about anywhere in the UK.**

## Further growth

Forecasting further growth during 2013, GT Trax decided early in the year, to expand their sales team and strengthen their office administration. After advertising these new positions via social media, GT Trax carefully assembled a short-list of prospective candidates from a wide variety of applicants. After much deliberation, GT Trax duly appointed Julie-Ann James to head up their sales and hire functions and added Robyn Houston to give her solid administration support.

## A friendly yet businesslike approach

"Julie-Ann was an outstanding candidate who has brought with her some fresh ideas and initiatives that has helped the company achieve its initial 2013 targets," explained the GT Trax MD, Trevor Tinker. "Not only has she given us an extra dimension in our marketing functions, but she has stepped seamlessly into our long-standing ethos to provide a friendly yet businesslike approach to help our clients have successful events," added Trevor.

## Rent from just one single source

Expansion of the GT Trax hire fleet has also been a priority during 2013, alongside the addition of metal crowd control barriers, GT Trax also increased their capacity to supply plastic roadway and walkway systems by over 25%. "This was simply driven by current demand", continued Trevor, "many of our clients for walkways and roadways were going elsewhere for their barriers so we decided to invest in



this equipment, ensuring that event organisers can rent from just one single source".

## LuxTrax flooring - a British made product

The company purchased more LuxTrax marquee flooring with an increasing number of marquee firms choosing to rent the LuxTrax plastic modular flooring instead of traditional wooden floors. This British made product was designed by GT Trax and is only available for purchase or hire from the company.

"The provision of temporary roadways, walkways and flooring solutions remain at the centre of our business so new investments in these core products is always an



easy decision to make," says Trevor Tinker MD GT Trax Limited.

**Countrywide events**

GT Trax equipment was used at most of the major festivals, events and shows during 2013. Covering almost the entire Country, from the music festival, Rock Ness, near Inverness to Boardmasters Surfing Jamboree held on two sites in Cornwall, as well as most of the bits in between! The popular Cancer Research Race for Life series hired GT Trax Foldtables for forty of their countrywide events and GT Trax commissioned individually livered, green Foldtables, for the Royal Horticultural Society, ready to provide comfortable seating at their Tatton and Hampton Court events. Two new clients, The Great British Beer Festival in Olympia and the Open Golf Championships, hired a total over 500 Foldtables for both of these prestigious events.



**Inexpensive cover**

The MegaSol was a big hit at two music festivals, Towersey and the Cambridge Rock Festival, with the latter already reserving the structure for their event in 2014. The GT Trax Star Shades also provided inexpensive cover for visitors and guests at shows in Chalke Abbey and for the runners and walkers at Battersea's Walk the Walk event.



**All the latest GT Trax news**

Social media is a major segment in the GT Trax marketing mix, with their Facebook and Twitter pages regularly updated. The company has just set up several Pinterest pages, which offers a prospective client to view GT Trax products set out in individually designed 'boards' and all interested parties can keep abreast with all the latest GT Trax news from their Facebook site. The GT Trax website is regularly updated with links to their social media pages, with videos and downloads, making sure that busy event organisers can have the correct documents to accompany their equipment, without having to contact the GT Trax office directly.

Dutch company, GWWPRO, GT Trax expect to have a new range of heavy duty plastic road plates ready for next season. The plates will be designed to support extensive vehicular traffic and be made from the recycled material; they will be individually designed, exclusively for GT Trax.

"We always keep an open mind when it comes to introducing new products into our fleet", said Trevor. "We regularly host meetings where we invite firms to show us their latest products to see if they will fit in with our overall strategy. In this way we can ensure that we remain at the forefront of the market in innovation," concluded Trevor.



**New products in 2014**

Looking forward, GT Trax is planning to introduce some new products in 2014. Working closely with their plastics supplier, the