

Air Inflatables Ltd launched in UK

Nottinghamshire based company Inflatable World Leisure Ltd is pleased to announce the launch of a sister company Air Inflatables Ltd. The company will be stocking a new low cost, high quality brand of bouncy castles and inflatables.

This new company will be officially launched at LIW 2007 and will have the current product range (see Air Inflatables Ltd advertisement opposite) on show.

Managing Director of Inflatable World Leisure Paul Walkden told Peter Grand, Editor of Inflated News, " We are extremely excited about our sister company and the launch is a culmination of three years of research and development.

We have been aware for some time of the need for a range of lower cost units but did not want to compromise on quality. We also wanted to keep this new range completely separate from the established range produced by Inflatable World Leisure Ltd. That is how Air Inflatables Ltd was conceived.

The new company will have its own sales team and be run totally independently with the experienced back up of the Inflatable World Leisure resources if required.

The greatest obstacle was finding a suitable quality of material and this seemed to take an age to achieve. The material we have chosen has been independently tested here in the UK and conforms to all the required standards. However, we were fully aware that there is no greater test than out in the field and to this end we have had units with one of the major operators for the last twelve months and all have stood the test." Paul continued, " There are seven designs of inflatable unit each available in three basic themes , Jungle, Undersea and Dancing Kids although we will introduce others as the company develops. The bespoke art work specially designed for Air Inflatables Ltd and is digitally printed. Each unit will be supplied with a Gibbons fan and be provided with a PIPA tag and certificate if required. The units carry a twelve month warranty. All included in our advertised prices.

We are proud of our achievement and our decision to launch the company at LIW 2007. We hope to have five units on display 12 x 12 (Jungle theme), Slide (Undersea theme), Box unit (Dancing Kids theme), Fun Run (Undersea theme) and Bounce & Slide (Jungle theme).

We wanted inflatable operators to celebrate our launch with us so we have decided to give these units away in a competition to three lucky operators. This gives a prize fund of over £5000.00.

The draw will be made at 3.00pm on the Thursday of the show and I am extremely grateful that Michael Westcott, Director of Leisure Division at Ithaca Media, has agreed to make the draw for us." (Details on how to enter the competition are on page 38)

Paul concluded, " This is an extremely important milestone for us and I am convinced that all of the effort that we have put in in developing this new company and product range is going to pay off. The endless hours of travel, I hate flying, and those inevitable sleepless nights are now a distant memory and I just cannot wait to unveil our new sister company in September. Please come and see us at LIW and also make sure you visit the Inflatable World Leisure stand where I hope to have a new product on display"

Inflated News wishes Paul and his team every success with this development and looks forward to announcing the winners of the competition in our next issue.

To be eligible for the competition draw numbers need to be place in the draw box on the Air Inflatables Ltd stand 7030 at Leisure Industry Week 2007 on any day of the show but before 1.00pm on Thursday 27th September.