



SHOW REPORT CONTINUED

LEISURE INDUSTRY WEEK

As we moved around Familyland we ran into some familiar faces. Gibbons Fans had a range of blowers and generators on display and on a separate stand had their Silver Box range.

On the other side Super Sumo were extremely busy with their range of character suits and soft play.

The hall contained a variety of other equipment including climbing walls, inflatable costumes, rope manufacturers, arcade style games and much more. The BIHA, ADIPS and NFAN also exhibited.

Further across the hall we came across Inflatable World Leisure with Paul Walken at the helm. Their display consisted of a unit with an additional covered area in front of the step. This area doubled as an office for the show but the potential for operators was obvious for all to see.

Speaking to Inflated News Paul said, "With our two stands Inflatable World Leisure and Air-Inflatables, this was our largest presence at LIW for a number of years. We were extremely pleased that we decided to use LIW as the launch platform for Air-Inflatables as the response to both of our stands has been extremely positive. All in all LIW 2007 has been an extremely good show for us"



Pictured above the Inflatable World Leisure exhibit

By far the largest display from a UK inflatable manufacturer was that of Air Inflatables, sister company of Inflatable World Leisure, who launched their new range of start up inflatables into the UK market. The stand was fronted by Steve Barlow, Sales Executive, along with a full team.

To celebrate their launch visitors to the stand were given the opportunity to enter a free prize draw where the whole range on display were given away as prizes. Full results and pictures of the draw on page 10.

Steve told Inflated News, "You never know how a new product will be



received but we believed that following the years of development and hard work we had a winning product. Judging by the initial response and orders already received we need not have worried and with further designs in the pipe line we are confident that our product base will be appealing to all in the inflatable play industry."

The ever popular GS Engineering stand, headed by Steve and Denise and ably assisted by Richard Heywood from Lichfield Entertainments, attracted lots of interest as visitors sampled the games on show including 'Gold Cup', 'Saloon Bar Shootout', 'Bucking Bronco' and much more.

For myself the new sound effects system for a bucking bronco was absolutely fabulous and one of those 'must have' items.

Talking to Inflated News Denise said, "This was G.S. Engineering Limited's 5th year at LIW and as always we had a very good show. Steve & I very much enjoy the show as it allows us to meet up with many of our existing customers, as well as new customers, other leisure industry manufacturers and advertisers."

Our picture (right) shows Steve and Denise preparing for the show opening.



Judging from the response from various exhibitors the 2007 show proved to be extremely worth while with many already committing to the 2008 show which runs from 23rd - 25th September 2008.

Make sure you mark the dates in your diary and Inflated News looks forward to meeting some of its readers at the show. "