



Case Study Whirlpool

CLIENT	Whirlpool UK Appliances Ltd
PROJECT	Semi-permanent showroom
PERIOD	November 2015 to November 2016
LOCATION	Whirlpool UK Head Office, Peterborough
STRUCTURES	Evolution



The Assignment

Whirlpool, which produces a range of white goods from washing machines to dishwashers, ovens to fridges and hoods to coffee makers, required additional space to showcase its products at its UK head office in Peterborough, Cambridgeshire.

Over 1,000 people work for Whirlpool UK Appliances Limited at the location. The company needed an ultra-modern and spacious semi-permanent showroom to display its products to its vast distribution network. The facility needed to be in place for a period of 12 months.

The Solution

Technicians from Neptunus took just a week to erect the building, on disused ground on the Whirlpool site, and a further three weeks for the internal fit-out of the state-of-the-art showroom. The facility was created within one of Neptunus's Evolution II temporary buildings which covers over 1,000 square metres and stands on six metre legs with solid insulated roof and walls, and a glazed frontage.



The Challenge

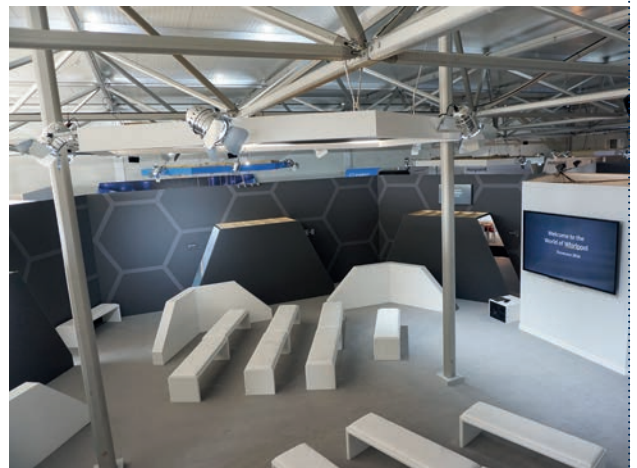
In the past Whirlpool had used temporary structures to provide additional space but had experience issues with noise and movement in windy conditions. They turned to Neptunus to provide a stylish but sturdy semi-permanent showroom capable of withstanding high winds and noise, and which was more akin to a permanent building.

Importantly the building needed to be erected in a very timeframe and without interrupting the day-to-day operation of the business.

The Verdict

Jayson Weston, Whirlpool's Sales & Marketing Support Director, said: "Our previous temporary facility was affected by noise and movement in very windy conditions. We therefore required a much more robust building for our temporary showroom. We looked at alternative options and our research led us to Neptunus whose Evolution technology is far more robust and rigid than traditional temporary structures, providing us with a far superior and more comfortable environment to exhibit our appliances in."

The project for Whirlpool demonstrates the sturdiness and flexibility of Neptunus' Evolution technology. Buildings are ideal for a multitude of uses to provide businesses with swift and reliable solutions for their additional space requirements such as offices, conference centres, warehouses, supermarkets, dining halls, and sports halls.



FACTS & FIGURES



Ultra-modern showroom to display its products to its vast distribution network



12 months



Built within just 1 week, 3 weeks for the internal fit-out



1,000 square metres



A more robust and rigid building than traditional temporary structures