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Premier Aqua's Show Success

Fresh from their success at Hotelympia, London, and Hotel and Catering, Bournemouth, Premier Aqua UK Plc embarked on the third and most gruelling leg of its official UK launch programme, The Ideal Home Show.

Held over a full 17 days, 20th March – 5th April at the Earls Court Exhibition Centre, the show exceeded its own expectations by attracting a massive 280,000 visitors.

The show proved hugely successful at raising awareness of the Premier Aqua brand and its unique portfolio of products, with visitors to the stand being genuinely interested, impressed and inspired by what they saw.

Barry Ritchie, Overseas Sales, enthused “ We set up a water testing station, where we highlighted the impurities present in both tap and bottled water through TDS checks and conductivity testing. The visitors were totally shocked when they realised just what they drank on a daily basis, they could hardly believe the results. It was clear for them to see the great advantages in purifying water through one of Premier Aqua's water purification systems”.

To consolidate their success, Premier Aqua have increased staff levels in able to deal with increased enquiries and the many UK and international leads collected at all three shows.

Premier Aqua now look forward to showcasing their products at the fourth event of the year, The Facilities Show, the UK's biggest facilities management exhibition taking place at the NEC, Birmingham on the 11–13th May.