



Challenge ...

Procar International is an established provider of mobile hospitality services in the world of Motorsport – to include F1. With an outstanding reputation for its efficiency and discreet service, Procar has won the trust of many of the world's famous racing teams and their biggest blue-chip sponsors.

In 2006, Procar was approached by a famous F1 'Red' Racing Team, and asked to provide them with a mobile hospitality truck to accompany the team throughout the F1 Grand Prix season.

Solution ...

Jason Bretherton, Director at Red Squared worked very closely with Procar in ensuring that the project ran smoothly and more importantly, on time. 'We had lots of considerations to take into account, including ensuring that the appliances provided were suitable for installation in an environment subject to vibration, as well as being supplied by LPG/propane'.

Jason continues to say, 'Space was very limited and the layout was carefully designed and developed, taking into account the best areas to install equipment, as well as ensuring that catering staff were able to work efficiently and safely within a small area'.

Results ...

The interface between the coachbuilder of the trailer in which the kitchen is located and the equipment suppliers is always critical. The information from Electrolux on the appliances was very good and enabled an efficient installation.

Deliveries were on time and all problems were addressed and rectified quickly by Red Squared.

Red Squared provided very good support during the commissioning period when there were many other contractors involved in finishing the paddock complex.



Client Comments ...

"This was a large project involving a wide range of suppliers and on site contractors all working to a very tight absolute deadline. The finished paddock complex has worked very well with the kitchen run by an Italian chef with a staff of international chefs producing a wide range of high quality cooking. They have been very happy with the kitchen, it is now in its 3rd season and there have not been any changes requested. We have been very happy with the products and the support services provided by Red Squared".

Jon Williams - Procar International Ltd

