



PRESS RELEASE – 18th July 2008
For Immediate Release

Universal Success at Playfair

Universal Services, is one of the UKs biggest suppliers of sports products specialising in the supply, manufacture and installation of fixed and portable sports equipment including cricket netting, basketball goals, games posts, trampolines and fitness equipment. This July 15th / 16th, at Stoneleigh Park, Warwickshire, Universal Services supported a brand new show called Playfair targeted at buyers from local authorities and schools. Playfair was put together on behalf of members of the associations under the Federation of Sports and Play Associations umbrella including the Sports and Fitness Equipment Association (SAFEA). With nearly 40 exhibitors in the first year of the event and well over 500 visitors attending the event from local authorities and schools, the show was a big success.

As a spectacle, Playfair is unique. A fully installed 1700 sq ft adventure playground and a sports demonstration area was built on site, which local school children enjoyed throughout the event, creating a great atmosphere. Event organisers Brintex are confident that the event will develop into a much bigger show in 2009 and other associations under the FSPA's umbrella are keen to be involved. Show organiser Ray Baxter commented "we're delighted with the inaugural Playfair; the quality of visitors through the door, especially from the public sector, was first class, and exhibitors have been quick to signal their interest in supporting Playfair 2009."

Speaking about their time at Playfair, Universal Services, Sales Manager, Kate Denney concluded that this was a great first year for the show. "We met with lots of key decision makers from a wide variety of Local Authorities who we will hopefully be dealing with in the future, we'll certainly be back at Playfair in 2009"

As a long standing member of SAFEA Universal Services products all comply with the relevant safety standards as well as SAFEA's own code of conduct.

For more information:

The Sports and Fitness Equipment Association – Kate Costin
www.safea.co.uk <<http://www.safea.co.uk>>
Tel: 02476 414999 (205)
Federation House, Stoneleigh Park, Warwickshire CV8 2RF

Universal Services- Kate Denney
www.universalservicesuk.co.uk <<http://www.universalservicesuk.co.uk>>
Tel: 01621 868700
Beckingham Business Park, Tolleshunt Major, Maldon, Essex CM9 8LZ