



Case Study

ChuckBuddies



“The X-Gloo is the perfect solution for our display needs. It’s awesome and fits perfectly with the ethos of Chuckbuddies”

*Joel Erith,
founder of Chuck Buddies*

Project Breakdown

Client: ChuckBuddies

Location: Worldwide

Managed by: Simon Perkins

Chuck finds a Buddy in Total Displays

In October 2011, Chuck Buddies approached Total Displays to discuss a solution for the various events that they attend all over the world supporting their dealer network.

Chuck Buddies was founded by 9 times UK snowboard champion Joel Erith in Liverpool, England. A ‘Chuck Buddy’ is a pocket sized toy snowboarder that can be thrown into the air to perform mind blowing spins and flips which is a visual treat for any snowboarding enthusiast.

The little ‘Chuck Buddy’ figures allow anyone to manipulate and control them into action and help visualize the next move. It is then down to the operator if they wish to learn the same tricks on the mountain or to simply marvel at the endless trick possibilities as they unfold before your eyes.

Chuck Buddies attend extreme events all over the world in support of their worldwide dealer network. Their brief was that they were looking for something that was portable, easy to assemble, unique in its presence and something that would fit with the essence of their branding and products.

The solution for Chuck Buddies was simple. Total Displays recommended the X-Gloo, the inflatable event tent. It’s extremely portable (the X-Gloo fits into a backpack), very easy to assemble (it can be inflated in under 10 minutes via a hand or electric pump) and is extremely unique in its design. The X-Gloo product was also extensively branded with the Chuck Buddies logo and branded colours, providing a stand out from the crowd solution for them.

“Total Displays gave us exactly what we needed. All the way through the project, from start to finish they have been brilliant. We needed something that was a fit with our image and brand, and the X-Gloo was spot on.”



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