



GROW YOUR BUSINESS
WITH A PORTABLE BAR

Improve Service, Draw Attention and Drive More Sales

www.theportablebarcompany.com

Introduction

So you are considering a portable bar and you've found us (nice job!). I know these aren't exactly everyday purchases so I pulled together this guide to show you how our portable bars will help you improve service, draw more attention, and drive more sales for your business.

Whether you are currently in the budgeting phase, planning your next event, or looking for ways to give your current catering operation an edge, what I hope to do in the next few pages is show you how a bar can improve your business and why you are right to be considering our line of portable bars.

Of course, you can give me a call if you have any questions about what's here or our products! Here's my number 877-959-3419 .

Our clients come from a broad range of industries but I'm going to take a guess that if you arrived here you are looking to do (or you are helping your client to do) one, two or most likely all three of the following:

- Improve Service
- Draw Attention
- Drive Sales

All of which are noble causes! We'll tackle each one below.

If you are considering a portable bar for a different reason I'd love to hear it! You can email me at alasdair@theportablebarcompany.com or give me a call during standard Pacific time business hours at 877-959-3419 .

Improving Service

Whether you are a bartender serving private parties, a caterer planning for a big client's wedding or a Food & Beverage manager handling large events, service is at the core of your business. As a B2B company, we get this! And we understand that **good service is about empowering you and your staff to better serve your customers.** That's what our bars can help you do.

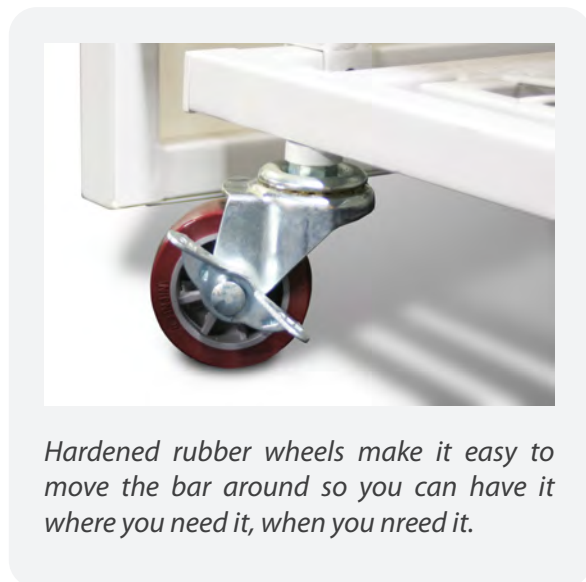
Portability

Get the Bar Wherever You Need It

Our bars are easy to move around. It's why we install durable hardened rubber wheels on all of our bars, allowing you to easily and effortlessly push the bar to where you need it.

What if I need to transport the bar between multiple locations?

This will probably influence which bar you are considering and the answer to it starts with another question: Do you have a truck, van or trailer?



For our larger 5' bars, you'll need a fair amount of space on the vehicle if you are moving the bar off location. Each bar folds (more on that in a minute), so check the folded dimensions of the bar to make sure it will fit in your vehicle. Also consider how you'll lift the bar into the vehicle (this is where a lift gate or a couple of able bodies come in handy - remember to lift

from the legs!)

Our [Compact Bar](#) gets around these logistical issues. At 70 lbs and 40" wide, it's much easier to lift and fits in the back of most 4-door sedans. This makes it a good solution if your location is always changing and/or one person needs to be able to transport and set up the bar.

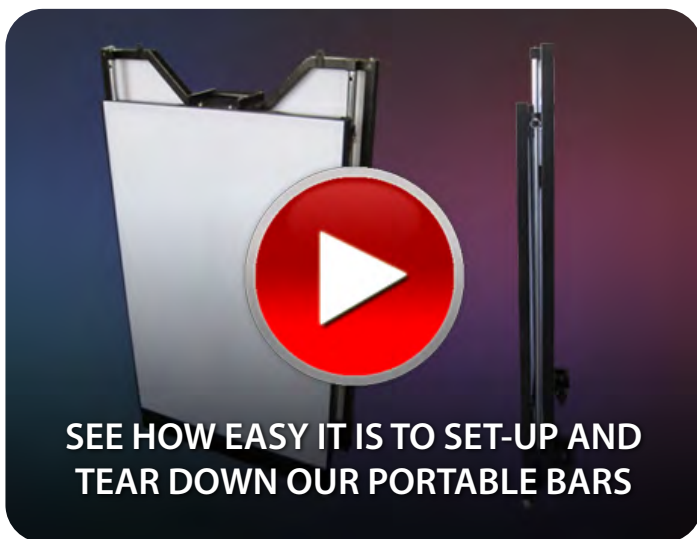


The Compact Bar is perfect for single operators. At 70lbs and 40" wide it can be carried by a single person and fits into most 4-door sedans.

Convenient

Set-up and Tear Down in 2 Minutes or Less

Once you've got your bar to the event, it's time to set up. All our portable bars set up easily in about 2 minutes. That saves you and your staff time (and frustration) allowing you to focus on what's truly important - serving your customers. Folding the bar up after the event is just as easy as setting it up.



Since the bar folds it allows you to maximize your storage space. Also each bar comes with a polyester cover to protect the bar from bumps and dings while in storage.

Durable

Made to Last

Of course, none of this stuff I just talked about matters if the bar isn't durable. Not only so that you are able to rely on your equipment, but it's also critical your equipment lasts in order for you to see a return on your investment.

The frame of each of our bars is made out of heavy duty, 16 gauge steel with a

scratch-resistant powder coat finish. The steel frame gives each bar a sturdy and solid structure that you'll notice when leaning up against it.

The panels of our bar are made out of a thick, impact-resistant acrylic. We don't use polycarbonate panels (which are slightly stronger than acrylic) because polycarbonate tends to scratch easily. Acrylic is much more scratch resistant, keeping the panels of the bar looking better for longer.

To protect against corrosion and rust, all of our portable bars' hardware is zinc-plated. This protects the bar if it gets wet and is an especially important feature for those of you using the bar outside (next to a pool for example).

We stand behind the durability of all of our bars with our [Top Shelf Guarantee](#) which you can see posted on our website.



With a frame made of 16 gauge steel reinforced with a powder coat finish, impact-resistant acrylic panels and corrosion-resistant zinc hardware, our portable bars are built to last.

Drawing Attention

You won't have the opportunity to serve anyone if you can't get their attention first, right? The same is true for increasing sales - you can't make a whole lot of sales if nobody knows about you.

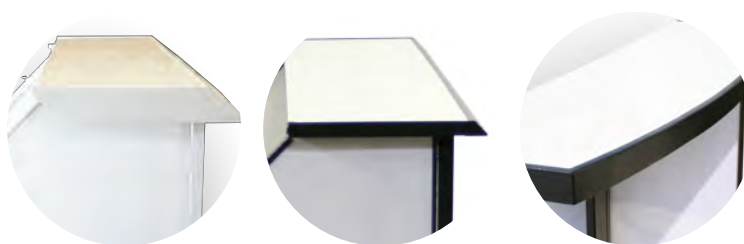
Professional & Functional

Look Like a Pro

All of our portable bars will give your operation a professional look and feel. Part of being taken seriously is looking the part (and that card table with the black tablecloth is probably not doing it).

It was important to us that the panels of each bar extended to the ground to hide the casters and create a permanent look and presence. We also wanted to make sure each bar had a simple, seamless appearance which we accomplished by minimizing the gaps in between the acrylic panels.

We're a bunch of designers at heart, and that bleeds into both the functionality and appearance of the bars we build. You'll notice this in a lot of the more subtle features of our bars - the way the counter of each bar is designed with a slightly different look, or that the ice bins and boards of our [Standard Portable Bar](#) are interchangeable, or when you use the cup holder and other handy features included on our [Professional Bar](#). We're always looking for ways to make our bars look and work better.



Each bar has a different counter top which lets you pick which unique look and feel you like best.

Full Color Graphics

Customize Your Message

The panels of our bars can be customized with full color graphics to help your product, brand or event stand out. We've also seen savvy customers use their bars as advertising space (often for alcohol sponsors - it's a bar!) or to offer value-added extra services that they can then charge a premium for (like personalizing the bar for a wedding).



Many venues use portable bars to sell valuable point of sale advertising space to Sponsors. The Montalban Theatre in LA sold advertising space to Victoria Beer at one of their events.



Custom Graphic Printing on the front, side and top panels makes the bar stand out and draw attention. Because the panels and graphics can be removed, you can easily change graphics between events.

If you already have the artwork you want to use, adding graphics is simple. We can help with the artwork by sending you a template to work from - just [ask us](#). We print all artwork on vinyl and then apply the vinyl to the bar (just like the advertisements you see on cars).

Since the panels are removable it's easy for you to have graphics done even after you have the bar. Simply take the panels out and send them to your sign shop. This also means

that you can order multiple sets of panels and easily switch them out between events.

If that's not enough customization, we also have a range of solid color acrylics we can use for the panels. The most popular being black acrylic to match the black frame of our [Standard Bar](#). There's even a few more wacky panels we can do like a mirrored finish or a frosted glass look.



Solid black acrylic panels create a clean, elegant look.

LED Lighting

Grab Attention

LED lighting has gained a lot of popularity lately, and it's easy to see why. LED lights create a cool look, are energy efficient, cost effective, and last effectively forever. LEDs can help highlight your message and draw attention to your product to create a cool, trendy vibe (that might just remind your customers where to fill their cup!).

LED lights can be added to any of our portable bars. The LED light strips are waterproofed before they are installed, protecting them in the event they get wet (though we know, this would never happen).



Whether your promoting yourself, your products or your business, LED lighting can help highlight your message and captures attention.

Each LED kit includes a sealed battery that lasts 6-8 hours as well as a power cord so you can plug the bar straight into the wall if you want. Each kit also includes a remote allowing you to toggle through 7 different colors (red, green, blue, white, orange, yellow, cyan, purple), multiple patterns, as well as the speed and brightness of the LEDs.



Each LED kit includes:

- *Waterproof LED strips with multiple lighting options.*
- *Rechargeable, sealed lithium polymer battery that lasts up to 8 hours.*
- Charger to plug the LEDs directly into the wall*
- *LED controller and remote to change lighting options on the fly*

Driving Sales

This is what we're all after, right? If you've gotten this far, you may already be anticipating the punch line - Improving service and drawing attention will increase sales.

I believe in this equation so much I'll repeat it one more time:

A great product + effective exposure = increased sales

This has always been true in our business. When we get the first two parts of the equation right the third comes naturally. That's what our portable bars can do for you as well.

Portability, ease of use, and durability means that a portable bar enables you to better serve your customers and clients. And in a service-based industry, the service is your product.

A professional look and custom presentation means you'll command more attention from your target customers.

There are a lot of different ways your business can benefit from using a portable bar. It might be the quick setup time that allows your staff to focus on selling and serving. Or the efficient storage that gives you and your business more flexibility. Or it could be the added portability that allows you to reduce lines and offer drinks by the pool. Or it might be the professional appearance that wows your customer helping you get new referrals.



Whether it's the quick setup time, efficient storage, added portability or professional appearance, a portable bar can help drive sales by improving service and drawing attention.

My guess is you wouldn't have found us if you didn't already know this!

Our portable bars will help you grow your business by improving your service, drawing attention, and ---ultimately and most importantly--- increasing your sales.

Interested? Have questions? Get in touch! Email me at alasdair@theportablebarcompany.com or give me a call during standard Pacific time business hours at 877-959-3419.

Cheers,

Alasdair Plambeck

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