

Loudfire launches LiquidCanvas as its UK operation

Issued by [Loudfire](#)

26 Sep 2007

Designer entertaining company Loudfire has expanded into the UK market by opening an operation in London. The sister brand operation, known as LiquidCanvas, started trading in June 2007 and is based in Wimbledon. The office will be spearheaded by two South Africans, Glynn Woodin as Chairman and Terry Yoell as CEO.







LiquidCanvas will rent its unique stretch tents across the European continent. This is believed to be the first legal offering of its kind to the UK and European markets. Clients from show production companies, upmarket venues, hip eventing agencies and high style caterers have been overwhelmingly receptive to the products' versatility and variety. Stretch tents

are increasingly becoming a vital part of the event production industry because of their adaptability to any brand's distinctive experience.

Says Chairman of LiquidCanvas, Glynn Woodin: "We are offering a great service to London especially where houses have awkward and small gardens. A tent can now be erected to allow more comfortable entertaining at a very fair cost."

With a current stock count of 14 tents so far and 11 more on the way within the next few months - their total offering will stand at 25 tents with over 3 000m² of tentage cover. The tents can be set up in the clients' desired location in various shapes and sizes.

"We really are redefining entertainment space for the British - our tents provide a contemporary solution for individuals who want to make the most of their outdoor lifestyle," comments Terry Yoell. "We've also experienced our fair share of obstacles, some comical, and some more serious. Funnies include, product launches during the wettest summer in UK history including hailstorms in London. The English also have an obsession with white tents and keeping the tents whiter than white on what is referred to by many ex-pats as 'the mud island' (UK). Lastly, setting up in small London gardens we often have to bribe neighbours with bottles of champagne to extend ropes into their gardens."

The LiquidCanvas office address is: 38 Weir Rd, Wimbledon, London, SW19 8UG.

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