

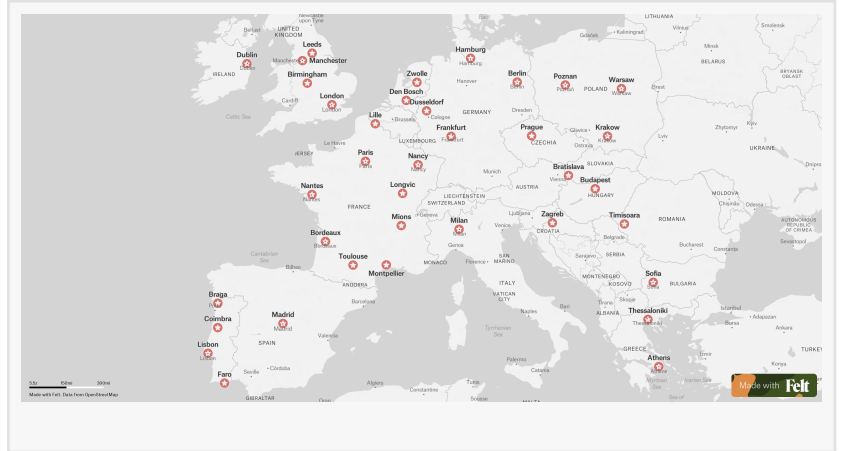
The Clear Idea Powers Redge 15-Country European HVAC Roadshow

The Clear Idea deployed a bespoke Pulse Trailer roadshow across 15 countries and 60 events to introduce the Redge brand to European HVAC distributors

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/EINPresswire.com/ -- The Clear Idea, the UK's leading [marketing roadshow](#) company, produced and managed the Redge European Roadshow —

deploying a purpose-built Pulse Trailer across 15 countries and 60 events over 11 months to introduce Redge (formerly Lennox EMEA) as a newly rebranded HVAC manufacturer to distributors and sales partners throughout Europe.



“

The whole process has been very positive. The team was proactive, professional, and always found solutions. I know I can rely on them and couldn't ask for a better partner.”

Camila Andre, Marketing Communication Manager - Group LFB

Rebranding from a well-established legacy name presents a specific and underestimated commercial challenge: the brand equity is severed, the product portfolio must be reintroduced from near zero recognition in key markets, and the window in which to reach a geographically dispersed distributor and partner network is narrow. For Redge, that network spanned major markets across Western, Central, and Southern Europe — a geography in which static trade show participation would have required repeated exhibition booth build costs at every stop, produced no guaranteed distributor attendance, and delivered none of the immersive product experience

Redge needed to accelerate partner confidence in its new identity. This is a challenge shared by any B2B manufacturer managing a rebrand, a product portfolio launch, or a distributor education programme across multiple countries.

The Clear Idea engineered a single, purpose-built [roadshow trailer](#) — the Pulse Trailer — configured specifically for the Redge "On The Road" campaign. The exterior of the Pulse Trailer was finished in a full branded wrap reflecting Redge's bold red identity, anchored to the brand

positioning of "Red on the Edge." The interior was configured as a live HVAC product demonstration environment, with working units installed and operational at every event stop, enabling distributors and industry professionals to engage directly with the product range under real conditions. The Pulse Trailer served simultaneously as Redge's mobile trade stand, distributor training academy, and mobile showroom — eliminating the need to design, build, and dismantle a new exhibition structure at each location. This is the defining commercial logic of the marketing roadshow format: one purpose-built asset, deployed at scale, replacing repeated per-event build expenditure entirely.

The Redge European Roadshow completed 60 events across 15 countries in 11 months. The tour opened with a launch event in Lyon that drew more than 300 attendees — establishing immediate scale and visibility for the new Redge brand identity. The route covered cities including Dublin, Leeds, Manchester, Birmingham, London, Hamburg, Berlin, Poznan, Warsaw, Zwolle, Den Bosch, Dusseldorf, Lille, Paris, Nancy, Longvic, Mions, Nantes, Bordeaux, Toulouse, Montpellier, Braga, Coimbra, Lisbon, Faro, Madrid, Frankfurt, Prague, Krakow, Bratislava, Budapest, Timisoara, Zagreb, Milan, Sofia, Thessaloniki, and Athens. A single Pulse Trailer, purpose-built and managed by The Clear Idea, replaced what would otherwise have been 60 separate exhibition booth builds across



15 markets — each requiring individual design, logistics, construction, and dismantling costs. For B2B brands evaluating the total cost of their European trade presence, [exhibition trailers](#) operated on this touring model represent a structurally more efficient deployment of marketing capital.

For B2B brands managing rebrands, pan-European distributor training programmes, or product portfolio launches, the Redge campaign demonstrates the practical alternative to static trade show dependency. A purpose-built touring asset travels to the audience — to the distributor's city, to the industry event, to the regional sales meeting — rather than requiring partners to travel to a fixed location at a fixed date. The Clear Idea builds and operates these assets for brands requiring that mobility at European scale.

"The Redge roadshow is a precise illustration of what the touring format delivers at scale — 60 events across 15 countries from a single Pulse Trailer, replacing individual booth build costs at every stop and taking the brand directly to its distributor network across the full breadth of Europe. For any B2B manufacturer facing a rebrand or a new product launch, the maths of a purpose-built marketing roadshow against repeated static trade show participation are straightforward. The asset travels; the audience does not have to." — Jonathan Bramley, Founder, The Clear Idea

About The Clear Idea

The Clear Idea is the UK's leading marketing roadshow company, delivering purpose-built experiential marketing vehicles, exhibition trailers, and mobile brand activations for global brands across the UK and Europe. Products include the Pulse Tranzformer ground level expandable trailer, Transparent Showcase Truck, Transparent Showcase Trailer, LED ShowTruck, Hospitality ShowTruck, Hospitality Car Showcase ShowTruck, LED HyperBus, and Nomad Luxe mobile pop up shop range. Clients include Midea, BYD, Polestar, Omoda, Porsche, Harley-Davidson, Aston Martin Aramco F1, Tesla, BMW, Ford, Dell, and Google.

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