



BRITAIN'S LEADING  
TRAILER MANUFACTURER

# BUSINESS IN A BOX



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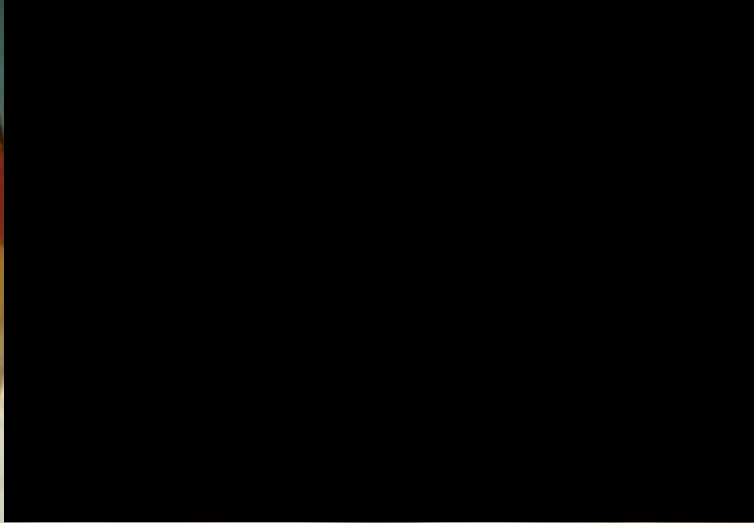


*Our success is built on  
delivering the Very Best  
- Business Inabox is  
built for yours.*



# A BOX FOR EVERY BUSINESS





*The possibilities are endless, it's flexible, mobile, secure, versatile, durable... but don't just take our word take a look and see for yourself!*







# IN SAFE HANDS

## SPECIALISTS IN TRAILER DESIGN AND ENGINEERING

For over 50 years, people have put their trust in our trailers. As specialists in trailer design and engineering, we have continued to set the standard both in the UK and worldwide.

We are an independent company who put customers' needs at the forefront of our research and design. We have one focus: to build the best products on the market and that's why more than 30,000 people choose our trailers each year. Our dedicated and

ongoing investment in new technologies and materials ensures that our products continue to exceed expectations. We know that quality, strength, value and ease of maintenance are of vital importance to you. That's why we have made them the driving force behind everything we do. With a low rate of depreciation, buying an Ifor Williams Trailer is guaranteed to be a worthwhile investment.



# BUSINESS IN A BOX

The cost associated with setting up a brick and mortar retail location can be daunting for first time entrepreneurs. Start-up costs and being tied into a lease can put many people off. With recent trends in the 'pop up' market the Ifor Williams Trailers Business Inabox takes mobile retail to a new level.

- ▲ Possibility
- ▲ Versatility
- ▲ Mobility
- ▲ Adaptability
- ▲ Viability
- ▲ Security
- ▲ Flexibility
- ▲ Durability

Mobile retail can be extremely versatile, from varying product lines to meeting your customer face to face. Operating a business from a trailer offers you the freedom to continually set up shop in new lucrative locations.

The advantages include: No lease; you're always open for business. The ability to take business direct to potential customers, it also gives you the flexibility and mobility to move to a new location.

With a stylish exterior the inside can be modified into any functional business, from an elegant fashion house, equipped with fitting rooms to a motor sport workshop. It also offers the option of living quarters. Comfort and durability are paramount to us at Ifor Williams, all features have been carefully designed with you and your business in mind.



*"Success doesn't come to you, you go to it".*



# POSSIBILITY

When it comes to Business Inabox, the possibilities are endless. We can make your creative vision a successful business reality. Whatever your business or service, we can purpose build your trailer to suit your needs. Whether your business is retail, offers a service or you're looking for an exhibition unit, our designers and highly skilled engineers can create a bespoke trailer that will set your business apart from your competitors.

## AREAS INCLUDE:

- ▲ **Mobile Services** - Mobile Hair Salons, Physiotherapy
- ▲ **Sport and Leisure** - Cycling Teams, Canoe Clubs
- ▲ **Group Use** - Community groups
- ▲ **Mobile Exhibitions** - National Trust
- ▲ **Mobile Caterers**
- ▲ **Mobile Retail** - Clothing, Toys, Sweets
- ▲ **Mobile Offices**
- ▲ **Workshops** - Utility Welfare Units



*Business Inabox —  
Giving Wheeling  
and Dealing a  
whole new meaning*





Clothing company with bespoke branded pods

# MOBILITY

Business Inabox allows you to take your business to your customer.

Being a 'mobile' business gives you more opportunities to reach your customer base effectively. Should you choose to set up and trade from a location that proves to be unfavourable, a fast evaluation can take place and you can pack up, hook up and relocate to an alternative, more profitable location.

Business Inabox also enables you to participate in more trade fairs and shows, giving you the freedom to choose the most prominent location at the fair, and not relying on a poor quality, badly placed trade stand. Once you have arrived at the trade show, setting up couldn't be easier, there will be no lugging and carrying heavy boxes of stock from your van to your stand, you can simply and quickly park up, unhook, open up and begin trading within minutes.

If you're currently trading from a high street location and wish to expand your business, and 'go mobile', Business Inabox is a great way to reach more of your target audience without taking on additional premises.

Weather could play a key role in deciding on a location from which to trade. If your product sales are geared by certain weather conditions, e.g. Ice Cream, Wellies and Brollies, Clothing etc. you can quickly pack up and make that journey to trade in a sunnier or wetter climate.

- ▲ **Take your business to your customer**
- ▲ **Pack up, hook up and move to a profitable location**
- ▲ **Participate in more trade fairs**
- ▲ **Park up, unhook and trade within minutes**
- ▲ **Trade in preferred climate and location to suit demands**
- ▲ **Expand your current business without additional premises**

\* Street and Pedlars trading licences will be required. Please contact your local authority for information regarding which licence options will apply to your business and trading terms.

# VIABILITY

The initial cost of setting up a business can put even the most experienced entrepreneur under pressure, especially those looking at cost of premises, legal cost of taking on a lease, cost of a shop 're-fit' and advertising. Business Inabox is a cost effective way to set up a new venture. When attending a show the trailer becomes your stand at the event which reduces your costs. It eliminates the cost of hiring a stand; only your pitch fee would apply.

The luxurious living accommodation which comprises of seating and sleeping area, cooking and washing facilities means you don't need to shell out for expensive hotels close to the show grounds during events and fairs.

The high resale value of an Ifor Williams Trailer is well known, this makes the commercial risk of embarking on a new or untried venture greatly reduced.

- ▲ No lease
- ▲ No legal fees
- ▲ No fixed permanent shop refit
- ▲ No expensive hotel fees
- ▲ Ready made, purpose built trade stand
- ▲ High resale value



# FLEXIBILITY

Having a towable trailer rather than a full van means you're able to unhitch your trailer and drive to the supermarket or restaurant or simply leave your site for any reason. Or if you have staff members who work for you, you can tow the trailer to the desired location, unhitch and leave your staff to continue trading.

You also have the flexibility to choose when and where you trade, you are your own boss, and not being tied to a high street premises means you can pick and choose your trading hours and days. This enables you to balance work and personal life a little better.

- ▲ Unhitch and leave site for any reason
- ▲ Leave members of staff to trade in desired location
- ▲ Flexible working hours
- ▲ Be your own boss

*"Success is a journey, not a destination"*

(Ben Sweetland)



# VERSATILITY

If one business venture is not performing to your expectations, or if markets change, you could re-wrap, re-fit and re-brand your trailer at minimal cost to launch a new business model. You are not tied to retail premises for a set period-giving you freedom to experiment.

- ▲ **Re-Wrap**
- ▲ **Re-Fit**
- ▲ **Re-Brand**

Business Inbox enables you to trade at different events on consecutive days; a Town Centre on Friday, Rock Festival on Saturday and an Agricultural Show on Sunday; reaching a vast and varied audience in a short space of time.



# ADAPTABILITY

By giving the interior a general retail fit, the trailer becomes adaptable. It could be used for one kind of business in the winter and another in the summer, therefore making the trailer changeable to suit seasonal demands.

Trading from poor quality market stalls is difficult when the weather is against you. Business Inbox gives you a sturdy, weatherproof retail area where your customers can browse and shop in warm and dry conditions. Should the weather be more favourable you can adapt your retail area by using the optional awning/safari room.

Your trading options can be adapted and increased further by using market canopies which can be transported in our bespoke pods. When wrapped and branded these pods make a great addition to your Business Inbox. They are also adaptable and can double up as side barriers to the loading ramp making them a great safety feature.

*“Stick to your vision – but adapt your plan”*

(Brian Maggi)



# SECURITY

Attending trade fairs can often mean storing many thousands of pounds worth of stock within the trailer causing concerns over security.

Accommodation within the trailer means you are living on top of your stock which gives you extra peace of mind.

Trackers and CCTV are regularly fitted as optional extras into our Business Inabox trailers for added security.

As well as having your own peace of mind, Ifor Williams Trailers have a commitment to trailer security. Each trailer is fitted with an ID plate which has a unique serial number etched on to it. More information on trailer security can be found on page 27.



Comfortable living accommodation



Fully stocked Business Inabox



Barber interior and exterior Business Inabox



THINKING  
OUTSIDE THE BOX  
BUSINESS  
IN A BOX



# KEY ATTRIBUTES

- Possibility - Anything
- Mobility - Anyplace
- Flexibility - Anyway
- Adaptability - Anyhow
- Viability - Sustainable
- Versatility - Changeable
- Security - Responsible
- Reliability - Dependable

**The decision to undertake any business venture needs careful consideration. Should you embark on this exciting journey, Business Inabox provides unlimited options for a successful future.**

The opportunities don't stop with these 8 key attributes. Other areas to consider are:

**Expandability**-the ease at which you could expand your business, getting additional trailers, having a fleet of Business Inabox, each with different qualities, optional extras, offering various services and products.

**Franchiseability**-you may also choose to franchise your business. Your franchisees adopt your business model and in doing so also adopt the benefits of running a business from a Business Inabox. The low risk associated with purchasing a Business Inabox becomes a more favourable offer.

**Profitability**-you could also hire out your Business Inabox; by giving the interior a basic retail fit you could increase your income by hiring it out to other services and businesses to use at trade fairs and shows.



# RELIABILITY

Customers continue to put their trust in the reliability and durability of an Ifor Williams Trailer. Whatever the trailer, and the purpose for which it's used, customers have been returning to us year after year, confident in the knowledge that they are choosing a reliable and robust trailer.

We have a large dedicated network of approved distributors who provide excellent customer care. Help and advice is never far away



# ROBUST ENGINEERING

All our braked trailers feature an exclusive beam axle and leaf spring suspension system which have been uniquely developed for a safe and stable ride.

Similar systems are widely used on commercial vehicles where performance under load is essential. Renowned for its durability and ease of maintenance, the Ifor Williams Trailer beam axle system contributes significantly to the low depreciation of our trailers.



Members of the National Trailer and Trailer Equipment section of the SMMT



BSI Registered Firm



Members of the National Trailer and Towing Association (NTTA)

# MODEL SIZES

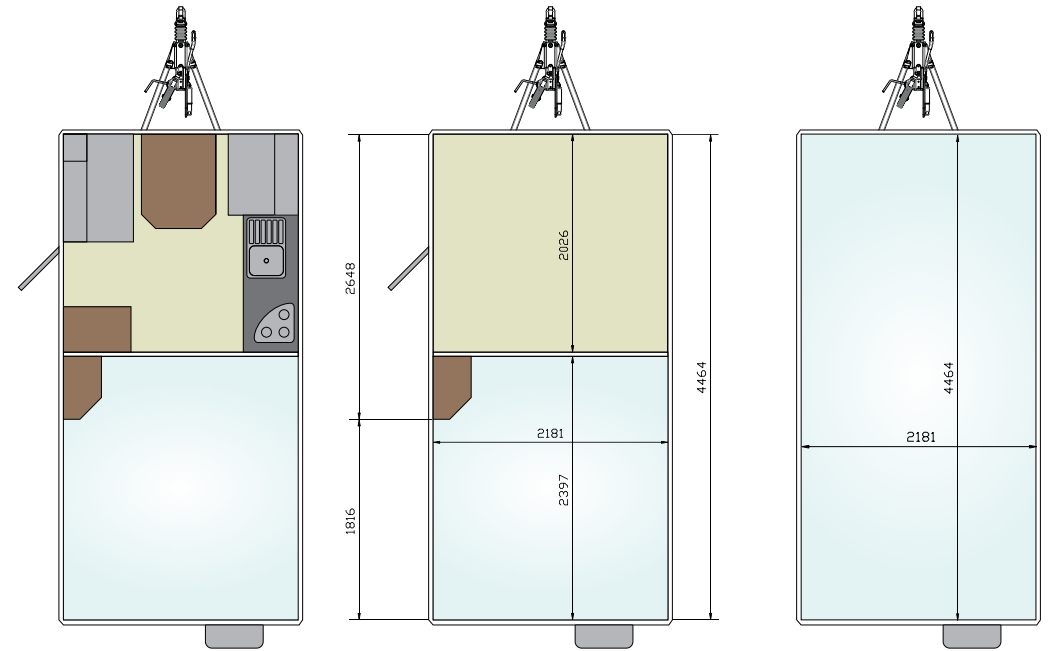
There are two model sizes, BIAB M (medium) and BIAB L (large) each can include space for living accommodation. The range also includes an option without the living area, making the trailer ideal for mobile catering businesses or to be used as an exhibition unit.

Our design engineers are extremely skilled, your requirements can be discussed and they can create a bespoke trailer specifically designed with you and your business in mind.

The silver coloured side panels can be supplied as basic fitted plywood cores or you could choose to have them insulated. They are smart and easy to clean and they provide the perfect blank canvas for a business logo, or entire trailer wrapping which our very own wrapping technicians can complete for you as an optional extra.

See our dedicated wrapping section for more details.

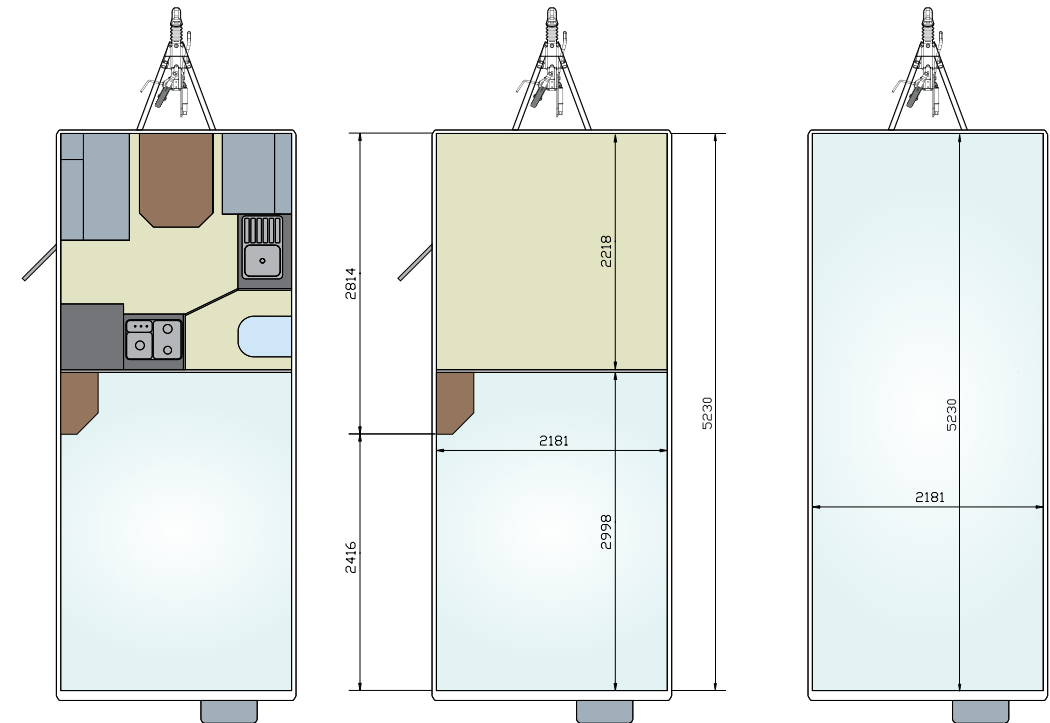
## Business inabox M



Trailer showing living accommodation layout

Business Inabox Boxvan M (top) and L (bottom) (bulkhead free)

## Business inabox L





# WE... DESIGN-CREATE-DELIVER YOU... DREAM-BELIEVE-ACHIEVE

## The perfect trailer for you.

The living area in the BIAB range has been designed to offer the best possible levels of comfort and functionality. It comprises of seating for three, comfortable sleeping accommodation for two, a sink and plenty of storage space. A gas cooking hob, on board 12V electrics, a 50 litre water tank and a 12V electric water pump.

The 12V electrics mean you can add a host of optional extras including electric fridge, hot water, TV and an electric flush toilet.

This stylish and comfortable living accommodation makes working away from home an enjoyable experience.

As a further option the trailer can be supplied with no fit-out to the living area allowing you to customise this area yourself\*.



\*Always seek professional advice and guidance from your coach builder / body work specialist before undertaking any modifications. Work carried out on the trailer by the owner is done entirely at the owners risk and may invalidate your warranty.



# LIVING AREA OPTIONS

## KEY

- Standard Base Trailer
- Optional Base Trailer
- Standard Trailer
- Optional Trailer

Living area options available in trims shown and available in M & L unless otherwise stated.



■ Eating



■ Sleeping



■ Sink



■ **M** Hob



■ **L** Hob and Grill



■ ■ Access Step



■ **L** Storage





Living area storage



Roof Light-Living



Vinyl Flooring



Gas Compartment



On board 12v electrics



Lockable split entrance door with window and full sized fly screen



Electric/Gas fridge\*

\*This area can be converted into additional storage if fridge is not chosen)

# LIVING AREA OPTIONS Continued



TV/DVD



Double Glazed Side Window



Double Glazed Front Window



Overhead Storage (over sink)



Leather Upholstery



Heater



Hot Water



12v Sockets



Internal Light Base trailer powered by Car Battery



Manual Flush Toilet



Electric Flush Toilet



Porta Potti



Waste Cassette  
(Comes as standard with a manual or electric flush toilet)



230v Hook Up



Mirror



Outside Tap



# TRAILER OPTIONS

Add some finishing touches to your trailer with our wide range of additional accessories, some of which are exclusive to Ifor Williams Trailers. From trailer cameras to a blown air heater, our accessory options make perfect additions to your trailer if not already factory fitted items.

The addition of selected accessories allows you to further enhance your trailer and tailor it to suit your specific needs.

Please check with your distributor before you purchase to see if optional accessories are a factory fit item or if they can be fitted by your distributor.



Awning/Safari Room



Prop Stands



Trailer Cover—Protect your trailer from the elements with a waterproof and breathable trailer cover.



Wheel Chocks



Trailer Aid



# TRAILER WRAPPING

Vinyl graphics can be used to add a logo or for maximum impact the whole trailer can be covered in the most intricate full colour imagery, making you stand out from the crowd and transform your trailer into a mobile billboard. Business Inabox becomes your 'shop window' and it is the first impression your potential clients get, so why not make it a lasting impression? Trailer wrapping and vehicle graphics are a great way to strengthen brand identity. Give your business a professional image.

**COST** – From the smallest box van up to the largest Business Inabox, wrapping your trailer will start from a few hundred pounds. The cost is dependent on the size of the trailer and the finish the customer chooses. When this cost is weighed up against advertising costs, your trailer will be seen by hundreds of people every day, therefore making trailer wrapping a cost effective way of advertising.

**WRAPPING** – Our fully trained wrapping technicians will complete the wrapping process on your trailer to your specifications and the trailer will be delivered through the Lfor Williams Trailers distribution network.

**MAINTENANCE** – The vinyl wrap is of very good quality and acts as a protective barrier to your trailer. It protects paintwork and panels from stone chips and minor abrasions. The wrap will last many years because of the anti-UV fade technology. It can easily be removed should you wish to update the graphics or return the trailer to its original state and colour. The trailer can be washed by hand or jet washed but we advise against the use of mechanical car washes as the abrasive action could damage the wrap.

*The only limitation is  
your imagination.*







# SECURITY

## The Ifor Williams commitment to trailer security

Each trailer is fitted with an ID plate which has a unique serial number etched on it. Additionally, the drawbar has a different unique number cut through it, which is virtually impossible to alter without noticeably affecting the appearance of the numbers and galvanised finish.

## TER - The national plant and equipment register

When you register your new trailer it is automatically registered with TER (The National Plant and Equipment Register). Their mission is to combat plant theft and fraud in the UK and Europe. By registering ownership, both technical and marking details can be made available to international police forces through TER. All Ifor Williams Trailers include free registration to TER once your trailer is registered by your distributor.

**For further information on TER please see their web site at [www.ter-europe.org](http://www.ter-europe.org)**

## DATATAG

Datatag is Europe's leading electronic tagging system and was originally developed to combat theft in the UK Motorcycle industry. Datatag transponders (tags) are miniature transmitters. These are hidden deep within the trailer during manufacture, and transmit a unique code that can only be read with special scanning guns. These are issued to Police and HM Customs free of charge. On recovery of a stolen trailer the identity of the trailer can be verified and the rightful owner contacted.

**For further information on Datatag please visit their web site at [www.datatag.co.uk](http://www.datatag.co.uk)**

Datatags are fitted as standard to all Ifor Williams Trailers Business Inabox for extra security and peace of mind.

# TRAILER WEIGHTS

## BIAB Boxvan

|               | Gross Weight | Unladen Weight - Standard Trailer* |
|---------------|--------------|------------------------------------|
| BIAB Boxvan M | 3500kg       | 1310kg                             |
| BIAB Boxvan L | 3500kg       | 1450kg                             |

Tri-axle BIAB L Boxvan also available - add 110kg

## BIAB Workshop

|                 | Gross Weight | Unladen Weight - (Trailer including living accommodation and services with treadplate in rear of trailer*) |
|-----------------|--------------|--|
| BIAB Workshop M | 3500kg       | 1900kg   |
| BIAB Workshop L | 3500kg       | 1975kg   |

Add 110kg L Tri-axle

Trailer Weights shown are for BIAB Boxvan in M and L, and for Workshop M and L trailer with living accommodation, services and treadplate in rear of trailer.

\*Please note that weights will vary depending on the floor and wall construction, and any additional features chosen. Ask your local distributor for more details.





VERSATILITY



MOBILITY



SECURITY



DURABILITY

BRITAIN'S LEADING TRAILER MANUFACTURER

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Product design, descriptions, colours, specifications etc. correct at time of going to press. We constantly strive to improve our products, and from time to time this may result in changes to our range or to individual models. Please check that design, description, colours, specifications described in this brochure are still valid at the time of placing an order.

Our distributors have extensive product knowledge and will be pleased to offer assistance in the selection of your trailer.

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