

Taking the Pepsi Challenge!

This may not have been the idea when the marketing team from Pepsi were dreaming up their new slogans but it could not have been more apt for this delivery to an European MEM Council meeting held recently in Barcelona, Spain

PEPSICO called upon the services of the TENESO Italy team to manage the delivery of cooling cabinets to a series of events held throughout Europe. And it was the TENESO Spain team of G3, who took the Pepsi challenge in Barcelona.

With a crew of six, tail lift box sided vehicles and bundles of mechanical handling equipment the crew safely managed to position the cooling equipment on the first floor of this prestigious hotel where the machines were needed. The final destination could only be accessed by a 'tight' stairwell and with highly polished floor coverings, care and careful handling were the operative words on everyone's lips.

And on the following day when the delegates were enjoying dinner, the same team did the whole thing in reverse. They say it's harder taking machines down stairs and the whole operation had to be completed in a very limited time window to minimise as much as possible any disturbances to the 5* hotel and its guests. Thankfully it all worked out perfectly on the day and the delegates could enjoy their Pepsi drinks in the comfort of their meeting room.

When we asked Elena Bortolato, the client, for her thoughts she had only good things to say. "Giulio, we could not have made a better choice with your Spanish colleagues. The work was extremely delicate and demanding and they accepted the challenge, with total dedication. I need to thank you again for the support you have given us in this challenging event...and yes I will be offering some more 'collaborations' in the future"

