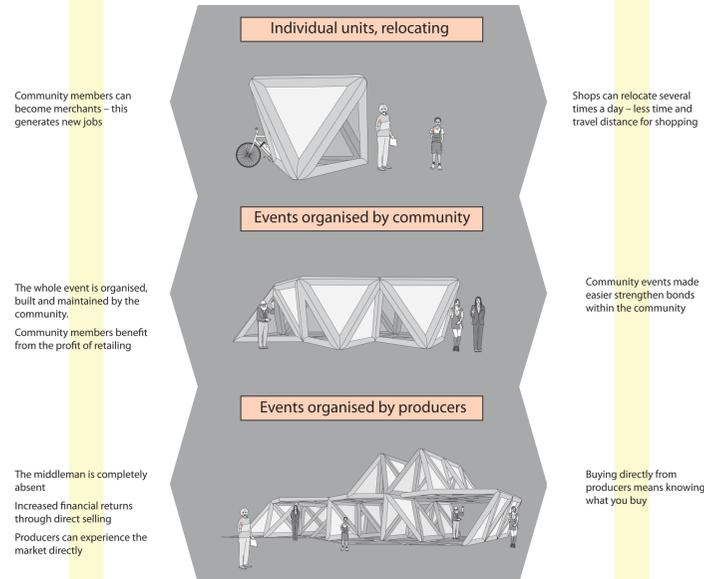
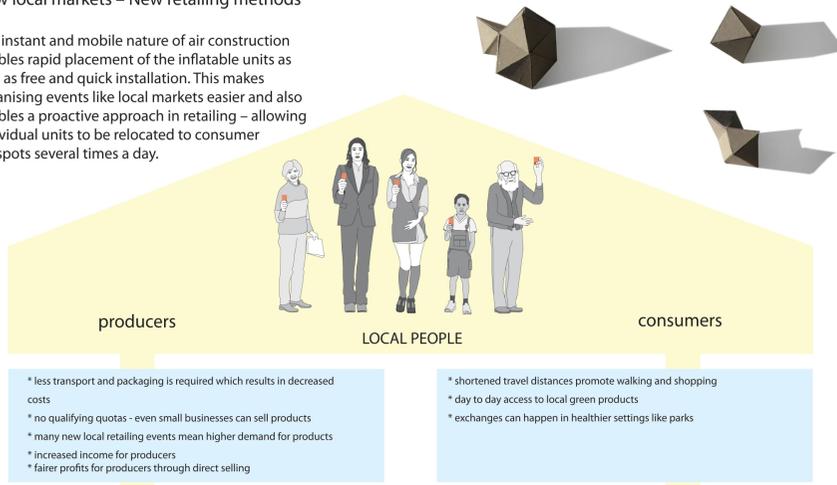


New local markets – New retailing methods

The instant and mobile nature of air construction enables rapid placement of the inflatable units as well as free and quick installation. This makes organising events like local markets easier and also enables a proactive approach in retailing – allowing individual units to be relocated to consumer hotspots several times a day.



- Overall benefits of new retailing methods
- induces regular cash inflows to the local economy
 - stimulates local business initiatives
 - creates employment
 - helps urban regeneration
 - housing areas can be turned into mixed-use neighbourhoods
 - promotes healthier ways to do business
- provides sustainable solutions for the communities through:
- the use of buildings – the use of multi-purpose configurable spaces
 - the nature and construction of buildings – inflatable buildings are reusable and make no harm to the environment
 - influencing travel and transport patterns
 - virtually making urban areas denser thus more energy efficient
 - reducing carbon footprints
 - reducing packaging

