

# Swarfega®

## Case Study

Date: September 2013

## Skin Care Systems

### Nature of Organisation:

Rockingham, based in Corby, is one of the UK's leading event venues, automotive testing and race circuits. Officially opened in 2001, the Northamptonshire race track is now in its 12th year and is still the first purpose built track to be constructed in the UK since 1907. The circuit has hosted a range of race events each year including the British Touring Car Championship, British F3/GT and the Pickup Truck Racing Championship on the oval.

## Rockingham

### Customer's Need:

Rockingham, like all race circuits, required a range of top-class skin safety and hand hygiene products:

1. To keep mechanics', race teams and drivers' hands clean in the pit garages
2. To provide hand hygiene and outdoor skin protection for spectators
3. To be used in driver and mechanics' showers
4. Cost effective throughout all washrooms
5. Recognised brand in motorsport



We are delighted to be working in partnership with Swarfega, as their superb range of products have become synonymous with hand cleanser throughout the automotive and motorsport industry. Their range of products help us to improve the experience for all our visitors and we have received very positive feedback.

Cat Lund, Head of Operations

### Swarfega Solution:

Swarfega, the brand synonymous in motorsport, have supplied the following skin care provision for use at Rockingham: The Swarfega 4ltr dispenser and Swarfega Orange cartridge is ideal for the wide range of people who come into contact with soiling such as oil, grease and general grime, which are typical contaminants in pit garages.

The Rockingham bespoke dispenser has been uniquely designed by Deb to portray Rockingham's own message and is used throughout the spectator washrooms.

Shower gel dispensers have been placed in the designated 'Swarfega' showers and Deb Sun PROTECT dispensers are in the stands for spectators' outdoor skin protection.



### Swarfega Products:

- Swarfega 4L Cleanse Dispenser (SWA4000D) & Swarfega Orange (SORC4LTR)
- Rockingham bespoke ProLine dispenser & Deb Rose FOAM WASH
- Deb Sun PROTECT Dispenser & Cartridge
- Deb Hair & Body WASH Dispenser & Cartridge



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