THE CLEAR IDEA

CASE STUDY

Redge European Roadshow

WHO IS REDGE?

Redge’s roots trace back to the historic Lennox brand, originally founded in 1895 in the United States by Dave Lennox, who pioneered modern heating solutions.

Lennox EMEA was established in 1962 when the U.S. company expanded into Europe, opening its first manufacturing facility there and growing its presence across EMEA.

In 2025, the former Lennox EMEA business was rebranded as Redge after becoming part of the LFB Group, a global HVAC and refrigeration company. This change marked a new chapter while carrying forward the decades-long technical expertise and market presence in commercial HVAC systems.

WHY REDGE APPROACHED US?

Following the sale of their European division, Redge needed to establish their new brand identity in the market. The company could no longer use the Lennox brand and needed to introduce "Redge" to their entire network of customers, distributors, and suppliers.

With no brand recognition under their new name, Redge faced the challenge of educating the market about who they were while simultaneously showcasing their new product range.

Redge knew they needed a roadshow specialist to help unveil their new brand identity and product portfolio across Europe in an engaging, memorable way.

After a comprehensive worldwide procurement process, The Clear Idea was selected as Redge's European roadshow partner.

After a worldwide procurement process The Clear Idea was selected as Redge’s global roadshow partner.

Overcoming Geographic & Logistical Barriers

Bringing Training Directly to Your Sales Force

Geographic Challenge Solved: Eliminated expensive flights and accommodation costs for training staff at central locations.

Cost-Effective Solution: Training came directly to where sales teams were located.

Immediate Brand Awareness: In markets where REDGE was "completely unknown," the mobile unit created instant visibility.

Point of Sale Impact: Direct connection between training and consumer engagement at retail locations.

ROADSHOW OBJECTIVES

BRAND STORY

Launch the new Redge identity, showcasing the rebrand from Lennox and establishing market presence

PRODUCT PORTFOLIO

Display the comprehensive HVAC product range, demonstrate innovative technology, and highlight equipment capabilities to distributors and customers.

BUSINESS DEVELOPMENT

Maintain and strengthen relationships with existing customers while building trust with new prospects during the transition to the Redge brand.

PRODUCT TRAINING

Educate suppliers, distributors, and customers about the new brand identity, product benefits, and the continuity of service excellence.

SOLUTION

The Clear Idea proposed the Pulse Trailer - a state-of-the-art mobile exhibition unit that perfectly embodied Redge's "Red on the Edge" brand positioning. The trailer was customized to create an immersive brand experience.

Working alongside Redge's design agency Magna Art Studio in Brazil, we created a bespoke interior concept that brought the Redge brand to life.

Unit Features

- Climate-controlled environment
- LED lighting
- Advanced AV system with TV and wireless internet
- HVAC equipment demonstrations on wheels for easy relocation
- Coffee machine for hospitality
- Interactive prize claw grabber
- Custom furniture matching brand identity
- Full interior branding and illuminated lighting
- Branded seating areas

Redge European Roadshow

redge
FORMERLY LENNOX
ONEAIR EDGE
redge
FORMERLY LENNOX

OUR ACTIVITIES

Our Activities

Vehicle Preparation & Design

- Complimentary visit to Lyon headquarters
- Collaborative interior design with Magna Art Studio
- Full interior production and fit-out
- Installation of HVAC equipment
- Complete branding application

Event Logistics & Management

- Multilingual event management team
- Custom Redge-specific intake forms
- Professional driver provision
- Setup and breakdown at each location
- Route planning and scheduling

Compliance & Coordination

- International permit applications
- EU regulation compliance
- Venue coordination and power checks
- Trade show exhibition management
- Accommodation booking for drivers

TRAINING TRANSFORMATION

Revolutionizing Sales Force Education

Traditional training methods were failing REDGE’S sales force

BEFORE

- Often sales staff knew only one product category
- Large group sessions prevented active engagement, listening from participants
- Expensive centralized training with limited reach
- No immediate practice opportunities

AFTER

- Comprehensive Product Knowledge
- Benefits From Small Group Dynamics
- Cost-Effective Delivery
- Live Consumer Practice

Small Group Dynamics

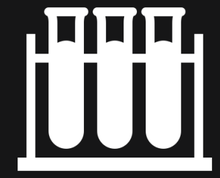
- Intimate learning circles where staff felt comfortable asking questions
- "*You're not afraid to give a wrong answer as you may do in a big group*"
- Every participant engaged with trainer eye contact
- Technical questions addressed immediately

Cost-Effective Delivery

- Eliminated expensive travel and accommodation costs
- Training brought directly to sales locations
- Multiple locations reached efficiently
- No disruption to normal business operations
- The roadshow unit doubles as Redge’s trade show stand, delivering major cost savings by eliminating the need for expensive, one-off booth builds while maximizing brand impact at every event.

Live Consumer Practice

- Branded truck exterior attracted walk-in consumers
- Sales staff practiced immediately after training
- Real-world application in controlled environment
- Instant feedback and confidence building



THE NUMBERS

The 2025-2026 roadshow represents one of Europe's most comprehensive HVAC industry tours

Events: 60 locations

Countries: 15

Duration: 11 months

Engagement: The launch event in Lyon, France attracted over 300 attendees

TESTIMONIAL

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Gratitude is the word!

It’s such a joy to see the Truck Tour on the road and know that everything is running smoothly.
Once again, communication proved its strength; even from a distance, we were able to create something so special that works perfectly.

A big thank you to the excellent leadership and goodwill of The Clear Idea team, especially Jonathan Bramley and Charlie Alger, who were always ready to support us at every step. It was truly a pleasure working with them and with the entire TCI team. You guys rock!

-Maiara Valerio, Magna Studio

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