

CASE STUDY

Custom Fabrication

Custom Bar For Green Bay Packers

GMR Marketing, a full service event marketing agency, contacted Craftsmen Industries with a project for their client, the Green Bay Packers. GMR created a design for a new bar and two bar tables to reside in the tailgate area at Lambeau Field in Green Bay, WI.

Craftsmen fabricated the main oval bar, which weighs 1300 lbs. and is over 30 feet long, and the two center bar sections located inside the main bar using brushed aluminum sheeting and oak bar tops. The bar is highlighted with fluorescent yellow lights along the aluminum sheeting and puck lights underneath the bar top. Two freestanding 15 foot bar tables stand along the perimeter of the tailgate area and feature the Green Bay Packers logo painted on Plexiglas®, sandwiched between two pieces of brushed aluminum.

Craftsmen completed the project in only 10 days, transported and installed the bar and tables in time for the Packers' first Monday night exhibition game against the Cincinnati Bengals. The new custom bar and tables will be used year-after-year during the Green Bay Packers' football season.

