



**J & C JOEL LTD™**

**Specialist in Flame Retardant Fabrics. Manufacturer and Installer of all types of Theatrical Drapes and Stage Equipment**

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## Crufts 2006



Drapes specialists J&C Joel recently supplied five and a half miles of special cotton muslin decorative panels and borders for Crufts 2006, used throughout Halls 1 – 5 of the NEC, Birmingham.

This dressing hugely improves the look of the exhibition for TV camera and wide angled shots, as well as for the exhibitors and general public.

To meet the client's request, J&C Joel specifically dyed the muslin fabric creamy ecru and moss green. The fabric was used to aesthetically enhance the cavernous roof spaces throughout all halls, concealing unsightly and distracting elements such as AC and ventilation pipes, electrical ducting and other unsightly roof detritus.

Hall 3 featured a large shopping area and an array of display arena's for dogs engaging in various demonstrations such as obedience, heelwork to music and `Good Dog` citizen scheme. For variation the fabric in some of the arenas featured scalloped edges, the winners enclosure also featured a series of scalloped banners hung overhead.

The project was co-ordinated for J&C Joel by Josie Royle, who worked closely with her colleagues within the manufacturing department of their Corporation Mill headquarters at Sowerby Bridge, in Yorkshire. The biggest challenge was the timescale. The exact requirements were confirmed just three weeks before the show opened, in which time the material was sourced, dyed, treated for flame retardancy, cut, sewn and installed. "The pressure was on" says Royle, "everyone worked round the clock to ensure the client's deadlines were met."

As each fabric bail arrived on large wooden pallets to Corporation Mill, they were efficiently cut and sewn into 300m long x 3m deep sections, with each alternate section manufactured with scalloped edge's along their entire width by 10 of J&C Joel's' experienced machinists.

portfolio



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Working alongside Rob O'Donnell from the NEC's technical department, a pair of J&C Joel installation personnel installed the whole contract over a short period of time, and within the NEC's installation window. A fine achievement, considering the amount of fabric to be installed amongst a very busy 'get in' for one the world's most prestigious international events.



This is the fifth time in succession that J&C Joel have completed this contract on time and on budget. The J&C Joel drapes have now become an essential visual element of the show commonly known as, 'The Greatest Dog Show on Earth'. "It's a real pleasure to be associated with such a high profile event" comments Royle. Crufts is also officially recognised by the Guinness Book of Records as the largest dog show in the world, attracting over 130,000 human visitors – and featuring 24,000 canines!

### Content

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