



Case Study - Adrenalin Boardstore

ALLBIDS achieved an outstanding liquidation sale result utilising online auctions and targeted marketing.

About Adrenalin Boardstore

- The Adrenalin Boardstore contained over 2,500 stock items with individual SKU numbers
- ALLBIDS online auction solution consolidated all this stock and fittings etc into 880 lots
- All Adrenalin stock was sold online in 7 days, directly from the store

In early 2018, we engaged AllBids to assist with the realisation of residual stock of Adrenalin Boardstore as the appointed Liquidators.

The stock varied from exclusive snow/ski products to ex-hire gear and generally outdated fashion. AllBids were proactive in planning out the engagement and then attending to the significant task of lotting and cataloguing the individual items.

During the engagement, there was open and effective communication in respect of PPSR issues and adjusting our commercial realisation strategy where appropriate.

We received national coverage during the auction campaign. Overall, the job was done on-time and on-budget, maximising realisation proceeds allowing for an anticipated dividend to creditors.



“The job was done on time and on budget”

Aaron Brewin, client manager, Deloitte

Initial Use Case

- Stock logistics and discovery, items collated into lots for online auction
- Photography and descriptions of each item and / or lot taken

Next Phase

- During auction period all items made available to the public for onsite inspection
- At conclusion of auction all items collected from site over 3 days

Delivering a **Smart, Efficient** & **Reliable** Auction Solution

Final Phase

- Sale went live on ALLBIDS platform with prominent hero banner position
- EDM, Social Media and Targetted marketing was applied to draw interest

