

Heineken Brews New Use for Portable Storage

The National Portable Storage Association highlights Heineken's unique use of a portable storage unit in its latest BeerTender commercial.

Aug. 14, 2008 - [PRLog](#) -- KANSAS CITY, MO. – Heineken is showing the world yet another use of portable storage containers in one of its latest commercials.

As part of the BeerTender DraughtKeg campaign, the international brewer is demonstrating ways to "Make Your House a Home (Bar)." The commercial highlights "Sharky's Garage Bar," "Frank's Chew Bar," and "Gail and Paul's Barnacle Bar." The latter is actually a portable storage unit with doors swung open. The containerized storage unit touts a BeerTender and plenty of room for guests to enjoy an evening of music and dancing.

"The Heineken campaign is brilliant and funny – and it shows one more way you can use a portable storage container," said John Finnessy, CMP, Executive Director of the National Portable Storage Association, or NPSA, a nonprofit membership association dedicated to the advancement of the portable storage industry. "The storage unit in the commercial even showed a chandelier hanging from the ceiling, demonstrating the ability to add electricity to these units."

Heineken's system offers the consumer a premium quality draught beer for all drinking occasions, both by using the DraughtKeg as a stand-alone portable draught beer system and in the BeerTender appliance for regular use at home – or in a portable storage unit. Portable storage units can be equipped with power, telephones, refrigeration and even Internet access. Beyond party sites, these containers can be used for temporary offices, classrooms and even emergency shelter.

"The Heineken commercial is good fun, but it also does a good job of highlighting the modifications you can make to these units," said NPSA Operations Manager Joel Rathbone. "Beyond electricity and refrigeration, these units can be air conditioned, secured and mobilized. If you can imagine it, our members can modify it. The options are almost limitless."

For more information, visit www.npsa-us.org.

The National Portable Storage Association

The National Portable Storage Association is dedicated to the advancement of the portable storage industry. We at the NPSA are here to serve those in the portable storage industry who rent, sell or lease containers, trailers and mobile offices. The NPSA assists members with industry, regulatory and workforce issues; plus, offers members networking, marketing and legislative support at national, state and local levels.

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