

NRM and Bar One Racing to celebrate supply deal at ICE London

ICE London's reputation as a leading business event will be put into sharp focus on stand BP5 when NRM celebrates the conclusion of a technology supply contract with Bar One Racing, the fastest growing independent bookmakers in Ireland. The agreement has seen NRM provide two brand new numbers betting products across the Bar One Racing estate of 54 shops located throughout Ireland.

Andrew Ludlow, Managing Director of NRM, explained: "We were first approached by Bar One Racing at ICE 2018 to explore the opportunity to produce a bespoke bingo numbers product and an over the counter roulette game. We pitched against a number of what would be regarded as 'bigger' industry competitors and I am delighted that our proposal came out on top. To win what is a long-term contract with a progressive and like-minded operator is further endorsement of our customer-centric approach and 'whatever it takes' philosophy."

He added: "Delivery will be extremely cost effective, integrating with existing till hardware at the point of sale and utilising low cost display driver hardware to render high quality game graphics onto shop screens. We have worked closely with the team at Bar One Racing on all aspects of the game design, to ensure they sit comfortably within the Irish Betting marketplace. Venturing into this market is breaking new geographical ground for NRM, but given the design input from both parties we are confident of strong customer engagement when we launch in March."

Barney O'Hare, who founded Bar One Racing in 1993, stated: "ICE succeeds in bringing the world of betting and gaming together in one place and it was as a result of being at last year's event that we were able to meet with NRM. A lot of business is about trust and our faith in Andrew and his team to deliver great products on time and on budget has been vindicated. We look forward to a long and successful relationship."