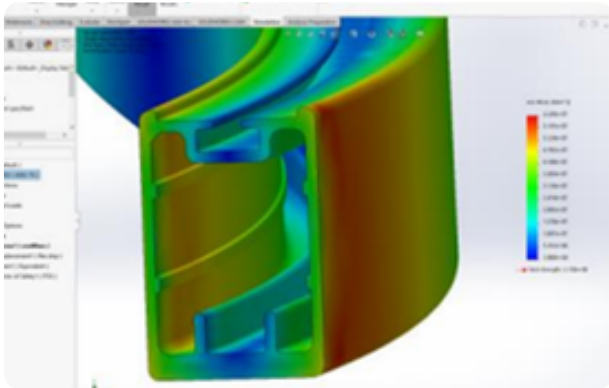


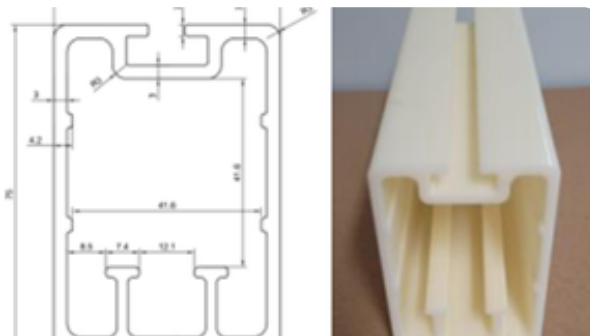
Goalpost Ireland Ltd

Introduction - Goalpost Ireland Ltd is a sports equipment manufacturer supplying goalposts and pitch equipment to sporting organisations across Ireland and the UK. The company works with governing bodies including the GAA, FAI, IRFU, and Irish Hockey and identified an opportunity to improve product transportability and expand into new export markets.



Challenge - Traditional goalpost designs are large and costly to transport, limiting export potential and increasing overall product costs. Customer feedback highlighted strong demand for flat pack and modular goalposts that could be transported efficiently, assembled easily, and stored when not in use. Goalpost Ireland had limited in-house design capability, slowing product development and limiting responsiveness to market and safety requirements.

Solution - Through a 12-month InterTradeIreland Innovation Boost project, Goalpost Ireland developed new flat pack and extruded goalpost designs while establishing in-house 3D CAD and design capability. The project focused on Design for Manufacture and Assembly and the use of simulation tools to ensure safety compliance while reducing weight, material use, and transport requirements.



Impact - The project delivered a new range of flat pack goalposts that are easier to transport, assemble, and store. Goalpost Ireland now has improved control over product design, reduced logistics costs, and increased readiness for domestic and export markets, supporting long-term growth and competitiveness.

