

Task

Client

Robert Bosch Group – RotoZip
RotoZip (Professional power tools – unique spiral saw system for tilers)

Project

Multi Exhibition RotoZip Display

Description

Exhibiting nationally and internationally means that your display stand needs to stay fresh, versatile and cost effective – these were some of the requirements demanded of the design for the latest RotoZip exhibition stand. Collaborating with an innovative display company, Brandgraphica created a multifaceted design that could be reconfigured to suit a variety of exhibition spaces from 3m² to 8m². The display made full use of RotoZip's sponsorship by Force India Formula One race team, who provided exciting and attention grabbing movies for the plasma screen. The display also featured an area for demonstrations, designed and made safe by Bosch.

Results

The display is now making its way through exhibition halls in Europe, the Middle East and Africa, generating awareness and sales.

Client Quote

'It's the best stand in the hall... by far!'

Brand Manager
RotoZip

one stand...
many possibilities



Get the full story, talk to
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