

# Andritz Group



## Thermprocess 2015

(12 x 12 m)

### CONTINUITY AND ADAPTATION

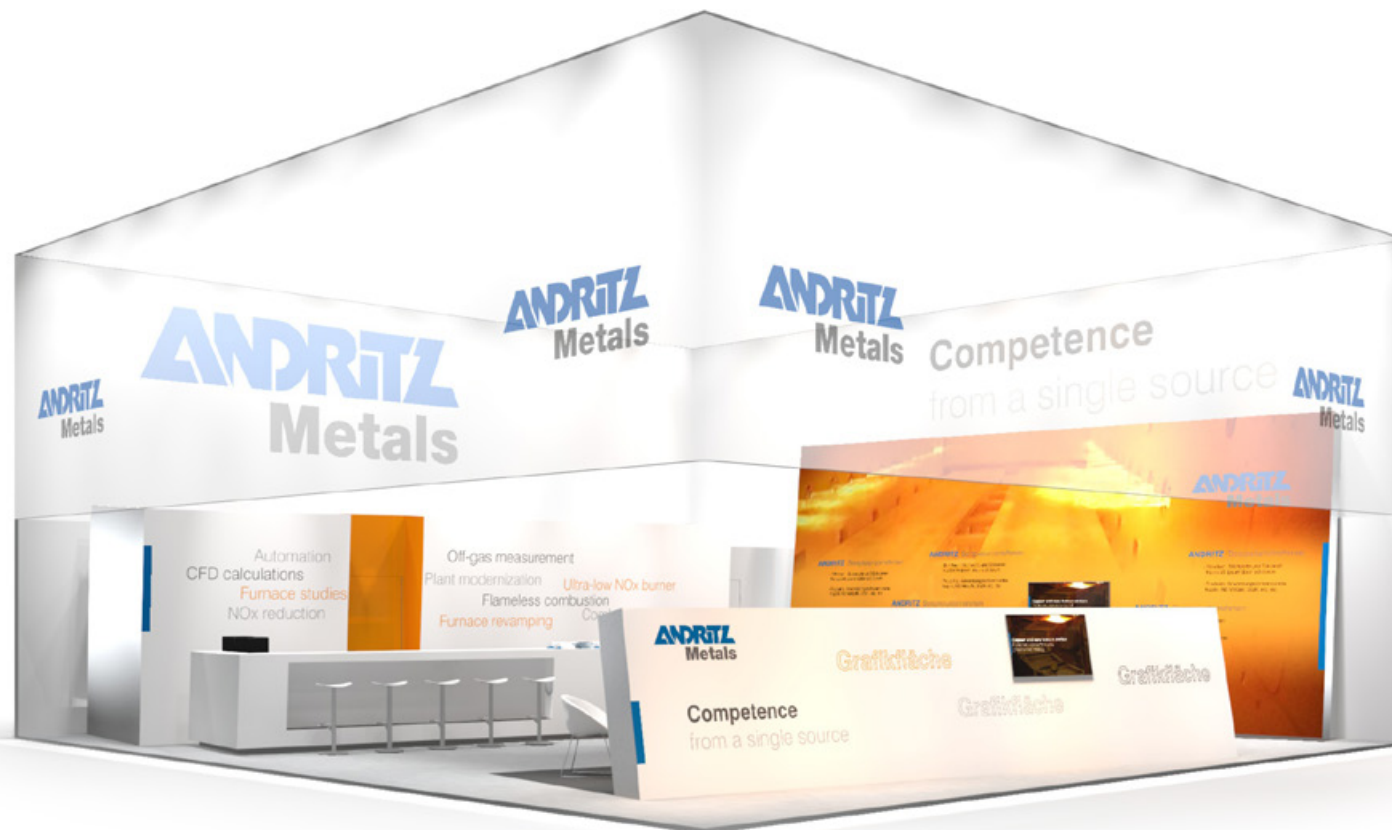
For the Thermprocess 2015 fair we adapted our proven Andritz Metals stand concept to suit the thermoprocessing plants sector of the exhibitor Andritz Maerz. The exhibition stand is entirely devoted to communication as the company's products are far too large for a trade fair exhibition.

Our designers created an open plan communication stand with continuity in the use of materials and design elements.

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To represent the manufacturing process the graphic design took inspiration from glowing hot metal and extreme heat, using orange as the dominant accent colour against the white backdrop. A 4 x 8 metre textile graphic visualising the inside of a blast furnace was a real eye-catcher.

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## Temporary architecture for long-lasting brand success. Stand construction in Aachen for all of Europe.

Design – Planning – Realization

Our own success is closely linked to that of our customers. This is why we always focus on those factors that make our customers successful. The first and most important step in each project is to listen and to understand the goals. Good design as well as a high-quality and technically sound solution are a must.

What makes us different is that we see it as our duty to provide security for our customers. The security each customer needs, to know that his pressing tasks that are critical for success are in good hands.



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