

KLINGER Group



ACHEMA & VALVE WORLD

(corner stand, 10 x 6 m & headstand, 8 x 7,5 m)

AN ATTRACTIVE CONCEPT

Customer | For more than 130 years, the KLINGER Group has been the world's leading manufacturer and supplier of industrial seals and fluid control and monitoring systems.

Remit | For its trade fair stands at ACHEMA and VALVE WORLD EXPO 2022, KLINGER commissioned us to design and implement a stand concept suitable for use at both events.

The project specifications cited one overarching theme for both trade fair appearances: "green hydrogen". KLINGER's stands therefore needed to both reflect this theme and act as a showcase for the product highlights

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developed by the Group for green hydrogen applications, presenting them in such a way as to convey the high quality of KLINGER products and, by extension, the high quality of the KLINGER brand.

Concept | Our design team created a modular stand concept for the two different stand spaces (corner stand and headstand). This would enable the main stand elements to be used at both trade fairs, and enabled us to simultaneously meet two key objectives: to create maximum recognition value for the KLINGER brand and to save resources.

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Execution | The stand design was brought to life through a combination of shapes, materials and colours. Harmonious transitions from flat surfaces to rounded corners and the juxtaposition of large blue and white colour fields and concrete surfaces resulted in an extremely attractive design.



The green graphic inlay on the back wall and the carpet in the same colour embodied and emphasised the “green hydrogen” theme.

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Special feature | At the centre of the open stand design were the presentation tables, which we designed and built according to the customer's exacting requirements.

These were accessible from all sides, with the innovative products and relevant product descriptions displayed on top. Screens on the end of the presentation tables provided detailed information, while various compartments afforded generous storage space, the need for which can never be underestimated at a trade fair.



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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