

Canada Life



DKM, since 2013

(18 x 8 m)

THE DYNAMICS OF ARCHITECTURE
Canada Life was founded in Hamilton, Ontario, in 1847 and was therefore Canada's first life insurer. In Germany, Canada Life is one of the biggest companies in the broker market for unit-linked products.

"A breath of fresh air. Clear rivers. Strong roots." This is the slogan used by Canada Life, a provider of retirement funds, to exemplify what the brand stands for. The company presents itself with an image stand at the annual DKM, a trade show for the financial and insurance industry.

Canada Life

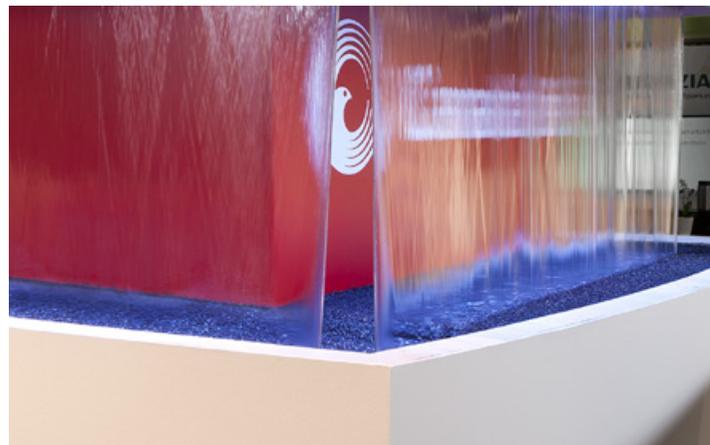


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Our job was to showcase the slogan and corporate design at the stand. This is why sails are fluttering in the wind now at the Canada Life exhibition stand, a waterfall is rushing down the booth and a maple tree symbolizes Canada's Indian summer in the center. The dynamic architecture that includes utility rooms and canopy lights forms the stage for this atmospheric setting.

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We designed every last detail of this stand individually for our customer. It has been in use since 2013 and, thanks to annual modernizations, is always up to date. We store all components between each trade show and thoroughly inspect them again before the next exhibition.



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.



MeRaum GmbH | Wurmbenden 22 – 24, D-52070 Aachen
Phone: +49 241 94936-0 | Fax: +49 241 94936-29
E-Mail: mail@meraum.de | Web: www.meraum.de