

Videojet



Interpack 2017

(16 x 10,5 m)

JOINT EXHIBITION STAND WITH
A HARMONIOUS DESIGN

Our long-term customer Videojet exhibited at the Interpack 2017 along with co-exhibitors Esko, Laetus and X-Rite Pantone. Together the four subsidiaries of Danaher Cooperation's Product Identification Platform illustrated ways of simplifying packaging workflows from the concept to the consumer. The challenge for our stand concept was to make the main exhibitor Videojet stand out as such without the other companies appearing to be of secondary importance.

Videojet



Interpack 2017

(16 x 10,5 m)

Our designers made use of the colours from the company logos to distinguish the individual areas. The intense colours employed in the lower-level of the double-decker exhibition stand are off-set against a mainly white backdrop. Rounded areas in the floor design create islands in which the companies can present their products and services in this inviting joint exhibition booth.

As the main exhibitor, Videojet occupies the largest space and is highly visible. The co-exhibitors are arranged in three equally-sized smaller sections.

Videojet



Interpack 2017

(16 x 10,5 m)

The upper level provides space for a communication area. The comfortable lounge atmosphere with its understated ambience inspires productive customer consultations.



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