

# Kroha



## Interpack 2014

42 m<sup>2</sup>, 7 x 6 m

### PURE FORMALITY

For more than forty years Kroha has been producing folding boxes and user information and they have always been on the look-out for new optimal solutions and suitable products. Their packaging system – which is always innovative and economically sound – is something that everyone involved can profit from. Kroha is always ready and able to come up with new packaging options. This is not only reflected in their logo but is also a fundamental part of the company's brand identity. For this reason, we took the logo's design to the next level and transferred it to their stand space.

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An exhibition stand was created where there is a special interplay between colour and design that cannot easily be put into one special (rectangular) pigeon hole.

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## Temporary architecture for long-lasting brand success. Stand construction from 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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