

Saint-Gobain Vetrotex



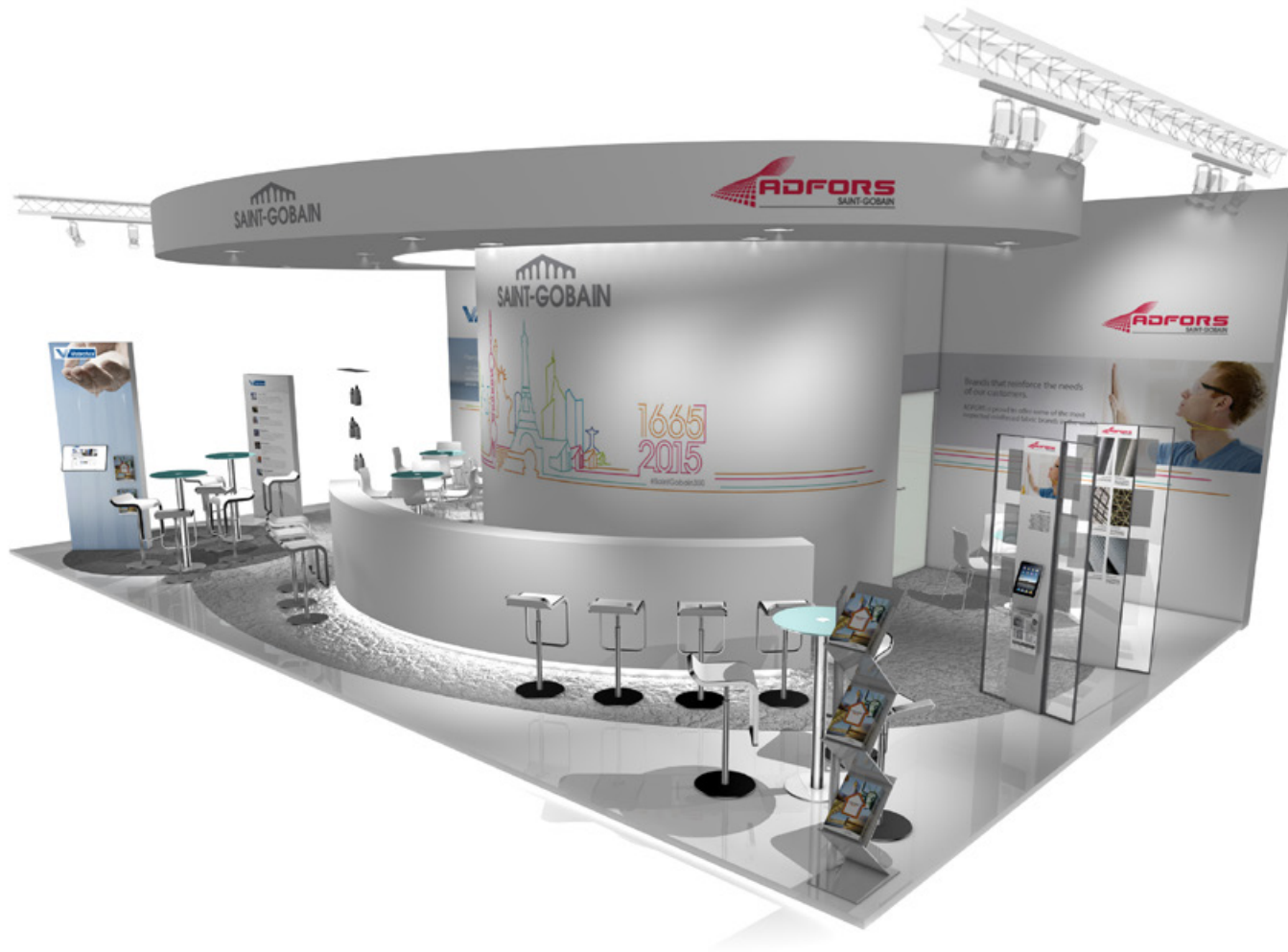
Techtextil 2015

(12 x 7 m)

TWO UNDER ONE ROOF

Vetrotex and Adfors are subsidiaries of the Saint-Gobain Group. Vetrotex produces high quality textile fiber materials and Adfors reinforcing materials for the building market and industrial applications. Together they presented themselves at the Techtextil 2015 with an open stand concept, in which the 350th anniversary of the parent company Saint-Gobain was the main focus. MeRaum was given the responsibility, in addition to the design of the trade fair stand, to carry out the adaptation of the exhibition stand graphics and the design of the presentation steles.

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Challenges in the set up of the design were on one hand the textile elliptical anniversary column in the center of the display area and on other, the four double-sided presentation steles.

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(12 x 7 m)

The layout of Adfors steles combines the real textile model with photographs of the enlarged materials, as well as pictograms with their applications. Positioned between two glass panes, the delicate products are highly effectively presented.

On the contrary, Vetrotex focuses on media contents, which were presented on a monitor stele, as well as a graphic message with pictures of products and the respective production sites.



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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