EVEX Group

opti

(island stand, 11 x 12 m)

MAKING UNITY VISIBLE,
BRINGING DIVERSITY TO LIFE

Customer | The EVEX Group brings together several established brands under one umbrella. It supports opticians and hearing aid specialists with comprehensive digital business solutions.
The group includes Ipro, Amparex and Euronet, among others.

A successful collaboration with Euronet in exhibition stand construction has been ongoing for almost
20 years.

Task | An overarching stand concept was developed for the EVEX Group's first joint appearance at opti 2025.

MeRaum messebau

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Further references at www.meraum.de

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It showcases the individual brands whilst reinforcing the group's collective presence.

Concept | The exhibition stand concept developed translates the EVEX Group's brand values into a clear spatial expression. The seamless integration of the brands deliberately avoids the use of dividing elements and emphasises a sense of unity.

Execution | A striking sail structure that is visible from a distance, perimeter floor lighting, and clear spatial axes give the booth its structure.

Vertical graphic pylons define the individual brand areas.

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A five-metre-high LED pylon creates a focal point visible from afar. Seating areas and a central hospitality counter open spaces for conversation and interaction.
High-quality materials such as wood provide a calm contrast to the modern appearance and emphasise the stand's quality.

The existing concept has been specifically expanded for 2026.

A meeting room with a glass front offers space for confidential discussions. A second counter improves visitor navigation throughout the stand and relieves pressure on the conversation areas.

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Special Feature | The shared exhibition stand combines a strong recognisable identity with flexibility. The design brings the individual brands together under a unified visual identity and works effectively both from a distance and up close – even when the stand layout changes.

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MeRaum messebau

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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