

EXBERRY®



FI Europe

(headstand, 8 x 11 m)

ALL THE COLOURS OF THE RAINBOW
Customer | GNT is a family-owned company from the Netherlands specialising in sustainable, plant-based food colours and is recognised worldwide as a reliable partner for food and beverage manufacturers. Under the EXBERRY® brand, GNT offers more than 400 sustainable colour solutions valued for their intensity, versatility and ease of use.

Remit | We were commissioned to develop an exhibition stand concept for several trade fairs that would present the values and products of the EXBERRY® brand in an engaging and visually compelling way. The stand design was intended to reflect the natural origin of the products while creating an

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inviting atmosphere that attracts visitors. FI Europe 2024 was selected as the debut of the new EXBERRY® trade fair presence.

Concept | Our exhibition stand concept for EXBERRY® combines a minimalist design language with a clear, vibrant aesthetic.

The MeRaum design team created a timber frame structure that integrates a carefully curated mix of product displays. The content focuses on the plant-based raw materials that form the foundation of the EXBERRY® colour palette.

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Execution | The trade fair presence is shaped by light-coloured wooden beams that, in addition to their visual appeal, also serve essential structural functions. The timber frame structure creates defined presentation areas featuring graphic walls, illuminated colour samples on glass shelving, and a tiered light installation that allows visitors to visually explore the natural raw materials.

Special feature | By using high-quality, reusable building materials, the design achieves both aesthetic appeal and long-term sustainability. All elements were developed to be used multiple times and adapted for future EXBERRY® exhibition stands.

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Since its debut, the concept has already been successfully adapted for several trade fairs, including ProSweets and drinktec. This ongoing adaptability demonstrates how flexibly the stand design responds to different stand sizes and exhibition requirements.

Through its design language and choice of materials, the concept reflects GNT's values and commitment to sustainability. The successful trade fair presence strengthens the EXBERRY® brand identity and invites visitors to discover the colours of the rainbow.



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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