Andritz Group



Achema 2018

 $(11 \times 24 \text{ m})$

EASY ACCESS TO A HIGHLY COMPLEX PRODUCT RANGE

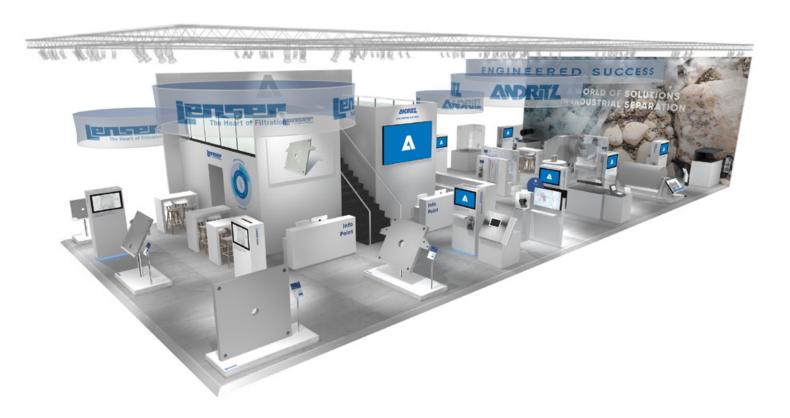
"A World of Solutions in Industrial Separation" was the motto of the shared exhibition stand from ANDRITZ SEPARATION, ANDRITZ FIEDLER and LENSER at the ACHEMA 2018.

In keeping with this theme, our customers provided significant insights into their diverse range of products with a focus on industrial separation for the chemical industry.



Phone: +49 241 94936-0 | mail@meraum.de Further references at www.meraum.de

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Drawing inspiration from the motto and the large number of exhibits, MeRaum designed the 264 m² head stand to be an informative presentation space.

The sophisticated product range from the solid/liquid separation processes are introduced to interested visitors using suitable media, including real parts as well as life-sized models. Additionally there are inviting monitor stands on both sides with virtual reality applications to provide in-depth information.



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With such a large variety of exhibition pieces on display, it is important not to lose sight of the pig picture. For this reason we emphasised a clear structure to divide the individual areas. To avoid segmenting the communication area, it was placed in the centre along one of the long sides of the stand and is spread over two levels. Around it are the various-sized presentation areas of the three companies which are clustered according to topic.

The clear division of space allows the visitor easy access to the exhibitors' world of technical resources and service solutions.



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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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