

# Akzo Nobel



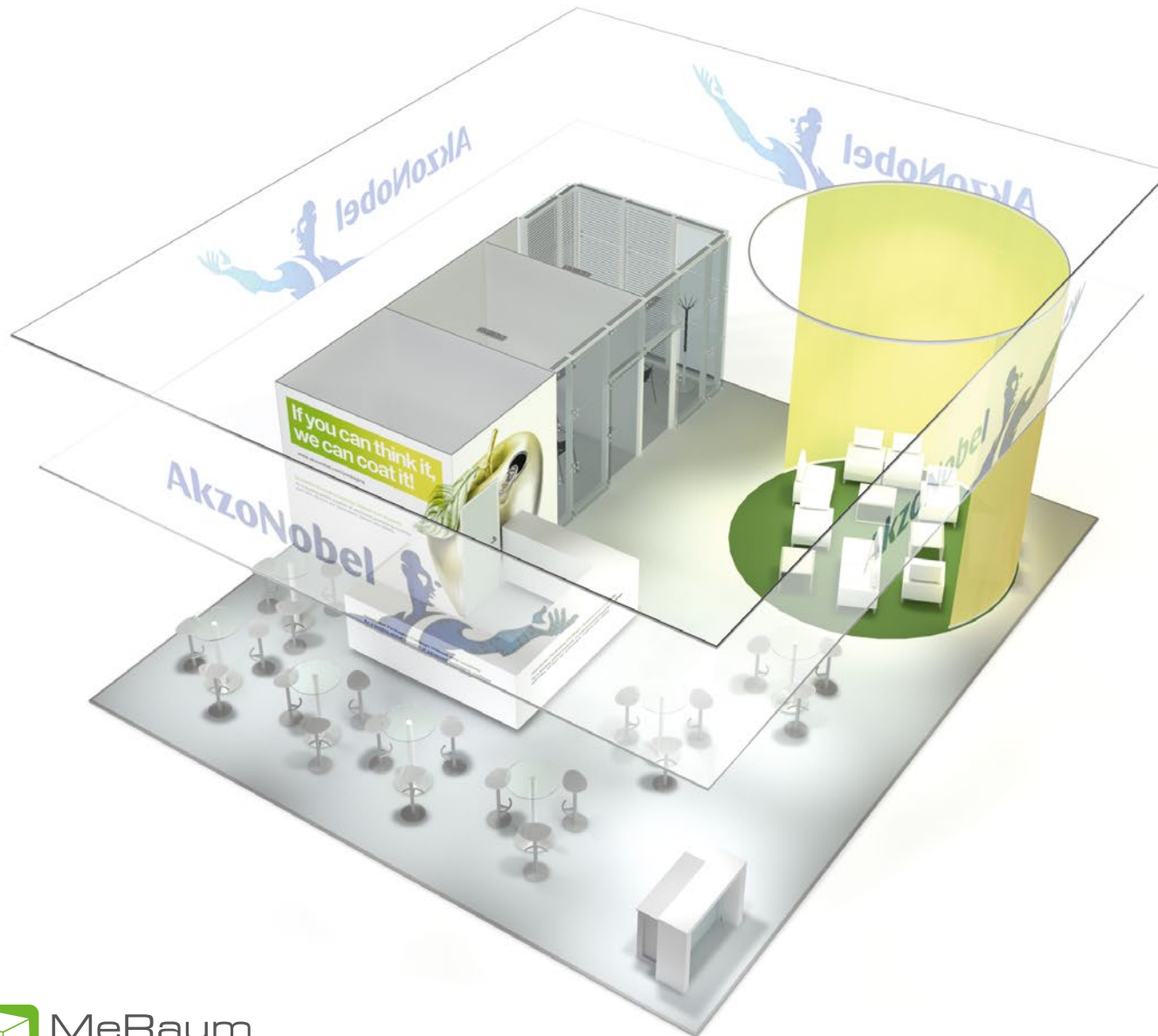
## Metpack 2011

(10 x 12 m)

A COMMUNICATION PLATTFORM  
WITH ATMOSPHERE

Akzo Nobel is one of the world's leading manufacturers of paints and varnishes and is an important producer of special chemicals. Akzo Nobel Packaging Coatings GmbH supplies companies from around the world with innovative products for the metal packaging industry. The company participated at the MET-PACK fair in Essen in 2011, which is considered the main international event for this industry.

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## Metpack 2011

(10 x 12 m)

For this event, our customer needed a stand with an elegant atmosphere and unique character where the company's goals could continue to be pursued. The meeting areas in the lighted rotunda were embedded in a solid and spacious stand structure and became the visual highlight of the stand. The semi-circular canopy sail radiated differently coloured changing lights towards the outside and also served as an unobtrusive screen for visitors to the stand. We wanted people to associate the sail with beverage cans and other metal packaging and we made a conscious choice to integrate these associations into the concept for the stand, as well as to highlight the creative possibilities that Akzo Nobel products offer to its customers.

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## Metpack 2011

(10 x 12 m)

After this successful fair in Germany, the idea and design of the exhibition stand was used again at the Cannex 2012 fair in Guangzhou (China) where it was set up by local partners.







## 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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