

Bütema



EuroCIS 2015

(11 x 6 m)

SHOP IN SHOP

Bütema AG is a leading supplier of mobile IT solutions with a focus on systems to support sales orientated and intralogistics processes for the total supply of commercial enterprises. The different services include software development as well as the business with identification systems. The assignment of MeRaum for the EuroCIS 2015 was to bring the Bütema products of the "fashion industry" near to a practical concept of an exhibition stand.

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Bütema's technical articles, like hand-held scanners and identification systems, should be provided with the clearest environment possible. For this reason, at the entrance to the EuroCIS 2015 trade fair, there is a tasteful "Shop in Shop" design. The attentive visitor may not only discover elements such as a shop window mannequin, shelves, clothes and even clothes hangers, but also be surprised by a stylized dressing room. The shop stand concept provides for the classification into the three product lines back-office, in-Store and hardware solutions with their respective counters on which the new products are displayed.

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The trade fair will also have a calm communication area with comfortable seating. In order to convince completely the character of a fashion boutique, an inlet with contrasting flooring was built to lead the customers directly into the (shopping) experience.





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.



MeRaum GmbH | Wurmbenden 22 – 24, D-52070 Aachen

Phone: +49 241 94936-0 | Fax: +49 241 94936-29

E-Mail: mail@meraum.de | Web: www.meraum.de