

Saint-Gobain Glass



glasstec 2014

(18 x 17,5 m)

CIRCLE OF SUSTAINABILITY

The international company Saint-Gobain Glass combines all construction areas of the glass industry and is the most important European glass manufacturer and the global market leader for coated glass. The Group sets itself high goals by producing its entire product range under the guiding principle of sustainability. Therefore it is not surprising that our long-standing customer Saint-Gobain Glass entrusted us with the task to carry out its fair appearance for Glasstec 2014 with the motto "Green by Nature".

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It seems to be a real piece of nature with sky, trees and brook, cut and laid in the exhibition hall. That is why a visit to the island stand of Saint-Gobain Glass at Glasstec 2014, in the tumultuous exhibition environment, feels more like a stroll. This harmonious setting, which invites you to stay, is the ideal environment for a company whose predominant products are transparent.

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In order to make the material glass visible and comprehensible, a stand concept with a clear presentation structure was prepared. At the central area of the "core green message" are the five adjoining product areas: innovation, living, working, interior and industry. With mostly round shapes and the circle as the main element of shape, the glass product which normally follows an angular design, was set against a stark contrast in order to highlight it best.



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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