

# Saint-Gobain PAM



## IFAT 2022

(Headstand, 299 m<sup>2</sup>, 26 x 11,5 m)

PRODUCT PRESENTATION FRAMES  
CONSULTATION SPACE

**Customer** | MeRaum is proud of its over 15 years of collaboration with Saint-Gobain PAM Deutschland GmbH as a trade-fair construction partner. Of course our customer, which develops solutions for safe water and wastewater networks, was also represented at the IFAT 2022, the world's leading trade fair for the water, wastewater, waste and raw materials industries.

**Remit** | Our design team was tasked with developing a tailor-made brand experience for Saint-Gobain PAM for this event.

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**Concept** | We position the communication area at the centre of the 299 m<sup>2</sup> space, surrounded by the product presentation. This framed division lets us “capture” the flow of visitors with exhibits at the edge of the area, and the centre gives them a place to gather for animated conversations in relative peace and quiet.

**Execution** | The central communication area encourages all kinds of conversations – from a warm welcome at the generous reception desk and early networking at one of the standing tables to extensive sales discussions in one of the comfortable seating areas.

The three side corridors of the peninsula



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booth are reserved for product presentations and demonstrations.

We divide them into thematic areas: water supply, wastewater disposal, drainpipe casting, and servicing and demonstrations. Squares of lush green grass serve as presentation areas for Saint-Gobain PAM's colourful exhibits.



## 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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