

# Wera

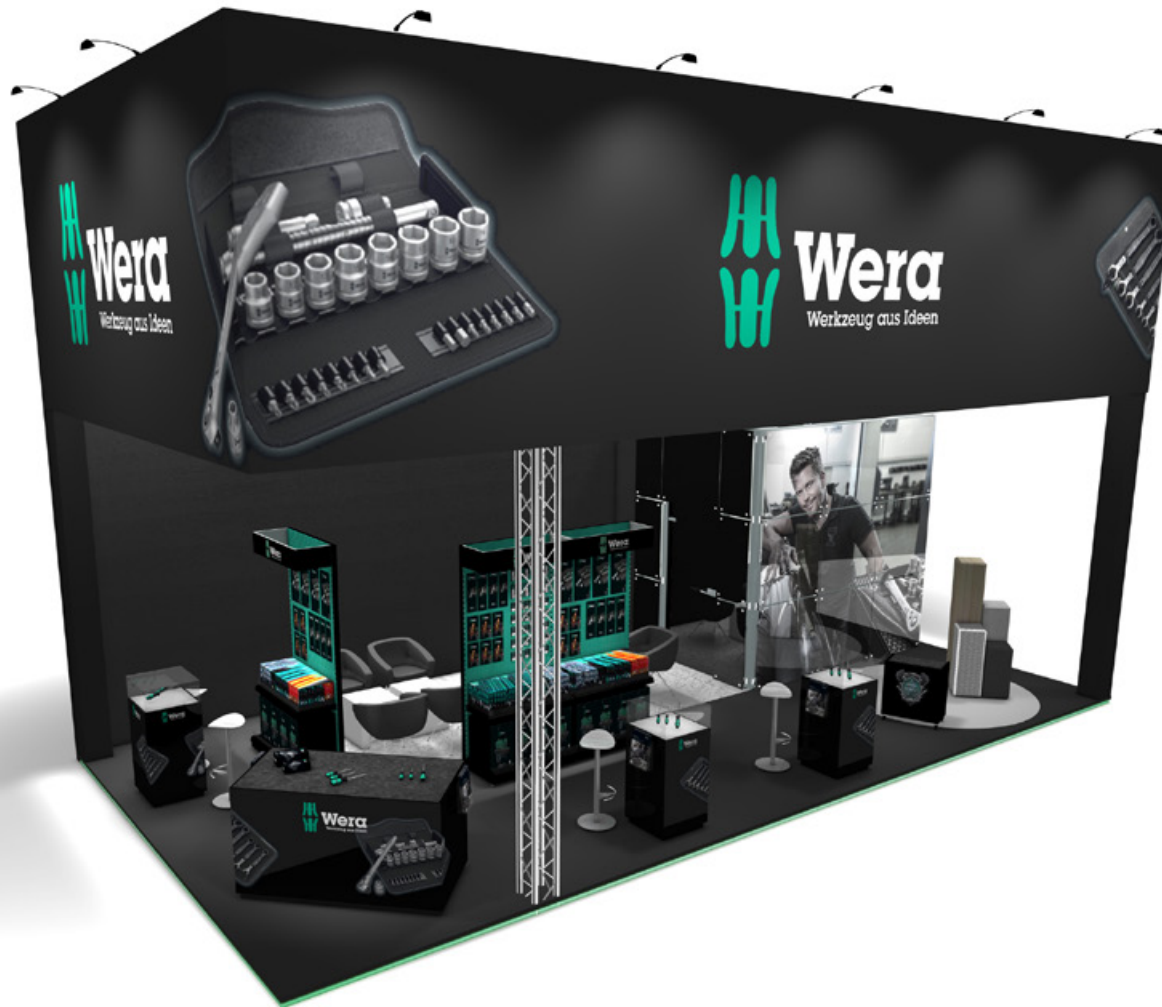


## Bouwbeurs 2015

(10 x 5 m)

TRADITION WITH A NEW LOOK  
The traditional company Wera is one of the leading manufacturers of screw-driving tools for professional requirements. Since 1936 users from various fields have been convinced by the innovative product ideas and their results. To communicate the motto "tool of ideas" with a uniform appearance, since 2014 the brand has presented a new corporate design. For joint development of a concept for the transmission of the new contents in the field of exhibition architecture, Wera has found a competent partner: MeRaum.

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## Bouwbeurs 2015

(10 x 5 m)

The goal assigned and achieved by Bouwbeurs in 2015 was to make the visitors of the trade fair feel the new design line of Wera as brand experience. In the main color of black with touches of green in the spot color and large areas of graphics, the stand already represents the brand new image of the tool manufacturer. Furthermore, with the combination of the three zones - presentation, action and communication - the visit will become a memorable event.



# Wera



Bouwbeurs 2015  
(10 x 5 m)





## 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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