

Expotechnik stages brands at Hanover Fair

Tangible product worlds in customized design

Taunusstein/Hanover, 7 May 2012. **Multi-level or flat and expansive, classic or futuristic, but always functional and adapted to the customers. This is how the brands and product worlds created by the Expotechnik Group presented themselves at Hanover Fair. At the most important meeting place for the industry, the leading service provider for spatial brand presentation implemented comprehensive concepts for five customers at once. Impressive three-dimensional worlds of experience with unmistakable recognition value were created for the Fraunhofer-Gesellschaft, SEW-EURODRIVE, AEG Power Solutions, Phoenix Contact, and the Baiyun Electric Group.**

Fraunhofer invites to the House of Sustainability

The Expotechnik Group implemented several stand concepts at Hanover Fair for its long-standing customer, the Fraunhofer -Gesellschaft. The most ambitious installation was located at the main stand in Hall 2: at the request of the customer, the topic of sustainability was to be put into an overarching context and turned into the “Fraunhofer House of Sustainability”. Expotechnik equipped the entire house with rooms, a kitchen, and a garage; the color scheme followed the typical Fraunhofer design. Accompanied by video installations, the visitors could wander through the rooms and experience innovatively designed living areas. Interactive elements such as a multi-touch media table invited the visitors to try things out and take part, and made a comprehensive brand experience possible. Together with the brandings on the façade elements, the C80B roofing system spanning the entire house ensured that it had a cohesive appearance and a clear brand identifier.

AEG Power Solutions gets a fresh look

Old and new partner: the Expotechnik Group has already been staging the AEG Power Solutions GmbH brand worlds for years. The companies continued their tried-and-tested cooperation in 2012: Expotechnik executed an impressive presentation at Hanover Fair for the international manufacturer of power electronic systems and solutions. As part of a new concept, Expotechnik changed the primary color of the stand design from the original black to beige – in accordance with the corporate identity. The discreet color design formed the perfect background for the multimedia product message presentation, which was more heavily focused on this year. Touchscreens and large-scale textile graphics on both the outside and inside walls gave the stand a lively and futuristic atmosphere. The focus on media was intensified by a graphic panel placed at the back. A separating element with branding, which crossed the graphic panel, divided the stand into two areas and created clear structures. A separate meeting room in the rear section completed the functional design.

SEW: Product world based on a proven concept

“Drive 360° – Seeing the Big Picture”: this was the motto used by the Expotechnik Group for its comprehensive SEW-EURODRIVE brand and product world at Hanover Fair. The modern and varied architecture combined product presentation, digital consultation spaces, and large-scale media installations to form a uniform, exciting brand identity. A cube in the interior of the stand, which stood out from the remaining areas architecturally, housed the function rooms. To complement this, Expotechnik installed a podium on which a presenter introduced the brand’s product highlights. Further product presentation areas were located along the edges of the entire stand area and functioned as a frame that visually divided the individual areas. The Titanium roofing system supported the overall impression of a homogeneous brand profile. In line with the corporate identity of SEW-EURODRIVE, red was used as the central color, which made the stand very distinctive in conjunction with the graphic elements. This main stand design could also be found at the automation engineering technology leader's other stands, all of which were developed by Expotechnik.

Phoenix Contact – Brand experience on three levels

Straightforward, clear and functional – this was the architecture of the Phoenix Contact trade fair presentation. Kept in light colors and spaciouly laid out, the design radiated airiness and created an open and inviting atmosphere. This style was used to stage the core values of the company in a transparent manner on all three levels of the trade fair stand. The three-level construction was made possible by the Expotechnik double-decker system, which allowed for the efficient use of available space. The Expotechnik Group ensured that the stand stood out from a distance with its eye-catching and highly visible construction. The entire concept impressively represented the leading position of Phoenix Contact in the field of electronic joining and automation engineering.

A functional appearance for Baiyun

As a new customer, the Baiyun Electric Group also turned to the experts from Taunusstein for their trade fair presentation. The concept for the manufacturer of electronic equipment was based on an architecturally multifaceted design, which combined different design elements and reflected the technical expertise of the customer. Eye-catcher and central contact point for the trade fair attendees was the two-level, centrally positioned construction in the rear section of the stand area. An exclusive lounge for the communicative exchange of ideas and a separate room for meetings were located on the upper level. The “History tunnel” located underneath made the company history tangible for the visitors. The backlit graphic displays and presentation areas provided space for the brand-compliant staging of product highlights.

HANNOVER MESSE (HM) is the largest industrial trade fair in the world and takes place every spring at the trade fair grounds in Hanover, Germany. It consists of different leading international exhibitions on the topic of industry. In 2012 the guiding theme for the technological event was “greentelligence”.

About EXPOTECHNIK Group

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of nine independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Krones and Phonak. The global management of Expotechnik Group is jointly headed by the Group Presidents Alexander D. Soschinski and Patrick O. Soschinski.

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