

PRESS RELEASE

An experience for all the senses: green LSG Sky Chefs trade fair stand

Taunusstein/Hamburg, April 16, 2012. “LSG Sky Chefs thinks green” – this was the motto of the LSG Sky Chefs Group during the World Travel Catering and Onboard Services EXPO (WTCE) from March 27th to 29th in Hamburg. As part of the new “Join us in spreading good news” campaign, the Expotechnik Group created a product and corporate world that appealed equally to all five senses. It allowed visitors to experience the supplier of in-flight services’ vision on the topic of sustainability in a multi-sensual manner.

With space-saving designs and environmentally-friendly materials, LSG Sky Chefs strives to reduce the kerosene consumption of airlines and to decrease the size of their ecological footprint. For this purpose, the Group developed solutions in the “Delighted passengers”, “Culinary excellence”, Eco-modern equipment”, “Universal logistics – SkylogistiX” and “Environmental competence” themes. Expotechnik incorporated these themes into the stand concept. Carefully designed down to the last detail, the trade fair presence optimally conveyed the core values of the new “Join us in spreading good news” corporate campaign: CO₂ reductions, sustainability, lightness and being natural.

Trade fair presence with a touch of nature

The birds are singing, the scent of fresh grass is in the air and a colorful butterfly flits here and there. One has the feeling of being in a flowery meadow on a spring day – but in reality one is in a trade fair hall at the LSG Sky Chefs stand: Expotechnik impressively succeeded in turning the company’s trade fair presence into a “green experience” for all the senses. The stand was divided into three areas and was designed in an open and airy style. The dominant color was white and green plants set colorful accents. Combined with light wood, which was used in the flooring of the middle area, the wall slats, the bar and the presentation elements, the overall impression was appealingly fresh. Cloud graphics on the walls and ceiling added to the feeling of lightness. Lawn edgings, which lined some of the outer edges of the stand, added an extra helping of naturalness.

The tree – both symbol and eye-catcher

The focal point of the trade fair stand was a maple tree. It immediately drew the attention of the visitors and made a major contribution towards the “green experience”. Due to the sound of twittering birds coming from its branches, it was responsible for addressing the auditory sense at the same time. Lettering with campaign statements spread out from the tree’s trunk across the light wooden floor, which, much like roots, optically anchored the tree to the stand. A ladder was leaning against the trunk itself and symbolized the future – to match this, products from five megatrends were placed on it. Further LSG Sky Chefs exhibits were grouped around the tree.

PRESS RELEASE

The entire middle area was arranged interactively and invited the guests to explore and handle the company's products. Visitors could guess the weight of a trolley from LSG Sky Chefs and a conventional model in the "Eco-modern equipment" theme; the comparison showed that the LSG trolley weighed eight kilos less when placed on the scales. This difference affects the entire flight weight and contributes positively to decreasing kerosene consumption. The exhibition's open presentation made the tactile experience possible.

A taste of nature in the bar area

From where the products were being presented, it was one step up for visitors to enter the bar area on the left which integrated the "Culinary excellence" theme. As part of the "green experience", an aroma filter was hidden in the step which sprayed the grass scent to tickle the olfactory sense. In addition to their sense of smell, the trade fair visitors' sense of taste was also required here: tasty finger food prepared with fresh herbs provided a natural tasting experience. The dishes were – in line with the topic of sustainability – listed above the bar on reusable blackboards made from slate. The bar was from the Expotechnik product line Delta and perfectly fitted the overall design with its color-coordinated wood panels.

Follow the butterfly

The corporate film of LSG Sky Chefs, which celebrated its premiere at the trade fair, was projected onto a screen between the slate boards. Special feature: a colorful butterfly which fluttered throughout the entire film - and over the heads of the trade fair visitors - as the symbol for the "LSG Sky Chefs thinks green" motto. The flying butterfly was projected directly into the trade fair hall with gobos, a type of template to shape the beam from a spotlight. In tune with the themes shown in the film, the light-butterfly would land on corresponding spots in the stand. In this way, Expotechnik incorporated the stylistic devices used in the image film effectively into the trade fair presence and created a smooth transition from the digital to the real world – for an all-embracing visual experience.

LSG Sky Chefs has already received five awards for this innovative and impressive product design. These were exhibited in the meeting area which took up the third part of the stand. Modern and designed with clear forms, the lounge provided an inviting and comfortable atmosphere in which to exchange ideas. The visitors were able to have a dialogue with the company team there and to attain further information – paperless, of course. In accordance with their motto, LSG Sky Chefs did without brochures and passed on all information in digital form only.

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

PRESS RELEASE

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.

For further information, visit www.expotechnik.com.

Press contact:

Andrea Paechnatz

Tel.: +49. 6128. 269 152

E-mail: [presse\(at\)expotechnik.de](mailto:presse@expotechnik.de)