



Exhibiting with recyclable displays
Case Study

The Customer

Visit Somerset is the official destination management organisation for the county of Somerset and the surrounding area. The company's official remit is to sell our beautiful county to tourists as the perfect holiday and day-tripping destination. All of Somerset's major visitor attractions are supported by Visit Somerset and promoted through their website. These include the National Trust, West Somerset Railway, Wookey Hole and Butlins, to name just a few.

For the 2016 season Visit Somerset decided to include events as part of their marketing strategy as a way to reach out to potential tourists and those planning holidays in the South West. The first event was to be the Camping and Caravanning Show at the NEC in Birmingham. A show with a high footfall and the perfect demographic for marketing Somerset to.



"I was delighted with the stand from two points, firstly it met with our environmental ethos of sustainability as the stand is completely recyclable and secondly it cost a fraction of its metal frame equivalents but presented better than many other metal frame alternatives showing off Somerset like never before."



Challenges

As this was the first time Visit Somerset had attending an exhibition the Colour Studios team were able to offer the 'complete service package' right from the initial meeting through to proposing solutions within budget, planning the project steps, 3D design, graphic design, print and production and finally the installation of the display at the NEC, Birmingham.

One of the main considerations for the client was cost as budget was limited and it was hoped that this would be shared by the partner attractions in exchange for inclusion of their branding.

Finding the right solution

As Visit Somerset is based just down the road from Colour Studios it was a great opportunity to invite them to our showroom to see the whole range of displays and see first-hand how we work. We were also delighted to have the opportunity to show off our brand new wide format high definition printer which would be used to print the final display

With sustainability and cost front of mind it was an obvious choice for us to recommend using our recyclable displays range of cardboard products. Recyclable displays gave the large graphic coverage they required whilst also creating a unique display to fit the exhibition stand space and delivered for the limited budget.

These cardboard displays are reusable, made from recycled materials and are 100% recyclable at the end of their lifetime.

We created a 3D visual to show the client exactly what the stand would look like, complete with branding. This was just what was needed to be able to visualise what the finished stand would look like and the perfect tool to take to the upcoming Visit Somerset AGM to get from the other stakeholders on board.



Once happy with the 3D visual and with buy in from the Visit Somerset partners we created a custom designed Eco-Display Wall, two Maxi Eco-Banners and two small event counters with a comprehensive graphic design incorporating all the logos and the perfect size to fit the 6x4m stand shape. The project was completed on time and within budget including installation and customer training for re-install at the NEC, Birmingham.

About recyclable displays

All our recyclable display products are made from cardboard that has at least 75% recycled content and are 100% recyclable. We can help you save money AND help save the planet. Choose from our range of Eco-Bannerstands, Eco Display Walls, Eco Stands, Cardboard Display Panels, and Exhibition Packages.



For more details about recyclable displays / Eco-Display Walls and our other sustainable cardboard options visit: www.colourstudios.co.uk/recyclable-displays or call our friendly team of experts on: 01761 431300 or email us on sales@colourstudios.co.uk and let us help you plan your next event.