

01|2017

OCTA NEWS

THE MAGAZINE FOR SYSTEM CONSTRUCTION
SOLUTIONS

Factor Q.

Interview:

Tilla Goldberg of Ippolito Fleitz Group
about quality in exhibition construction.

The trinity in exhibition stands:

Product revolution OCTAuniversal.

Mind the GAP:

Retail systems in action.

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OCTANORM 

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The whole is greater than the sum of its parts.

Admittedly, the term quality is overused nowadays. In every other ad campaign, it is mentioned in one way or another. And that is exactly why I think it is important to remind everyone of what true quality actually is. For me, the greatest way to experience quality first hand is with a nice cigar. When I roll it between my fingers and feel the even consistency I know I was lucky enough to find an excellent exemplar. It was rolled by hand by someone who is familiar with the art. However, even the best tobacco leaves do not make a good cigar. The right storage is indispensable to ensure an enjoyable experience. If all these requirements are met, a connoisseur will feel the quality right away.

One cannot speak of excellent quality if not all pieces fit together perfectly. Which leads us to the OCTANORM system. The high quality aluminium used for our components is only one aspect; the precision with which we manufacture each part is another. Together they form the foundation of the solutions we offer, perfectly adjusted to each customer's individual requirements. In the almost fifty years since we were founded, we have continuously improved and perfected all processes from planning to delivery.

Today, with the coastlines of even the remotest islands littered with plastic rubbish, one can only really speak of quality, if the product is actually sustainable. Our solutions are marked by their reusability. New and old systems can easily be combined. But the age of digitalization asks for completely different qualities as well. For decades we have tried to keep planning as smoothly as possible – our planning software OCTAcad is celebrating its 30th birthday this year. Of course, in the newest version with new and interesting features. And we offer a planning app for Android and iOS as well.

With our new magazine we want to share with you what quality means to us. Hence, we spoke with exciting people and looked at new products and solutions. I am certain the 1st issue of OCTAnews offers lots of information you might be able to use in your next project. Enjoy reading.

Thomas Gräter,
CEO OCTANORM

IDENTITY THROUGH ARCHITECTURE. MULTI
DISCIPLINARY AND INTERNATIONAL.
DISTINCTIVELY IPPOLITO FLEITZ GROUP.

„Quality is always essential.“

A conversation with Tilla Goldberg, Director Product Design at the Ippolito Fleitz Group.

Is system exhibition construction actually as boring as some say?

The boring thing is only ever what the user makes of it! The system offers first and foremost a basis, the static construction, the framework for your room. Which then offers countless possibilities for individual additions. Be it surfaces, graphics, materials, light, or additional spatial elements. Often, when thinking about system exhibition construction, people have this image in their heads of the cheap linear booths, with only a roll-up banner in the back and that's it. But of course there are immensely creative pop-up solutions using a system as the basis, up to gigantic, perfect room constructions which often keep the skeletal structure invisible.

Which projects are more suitable for system rather than conventional construction?

Projects which have to be built in different places all over the world with a consistently good quality are predestined for system construction. You design the room structure perfectly once, and it can be constructed anywhere in the same quality.

How good is the sustainability in system construction compared to conventional construction?

For me, the reusability of the system components is the biggest advantage. Exhibition construction or temporary structures can never be really sustainable. It takes enormous time and effort to create a spatial experience which will only be used for a few hours or days. And if, as it is the case with OCTANORM, the components are available worldwide, needless transportation becomes unnecessary. This way, you can avoid this gigantic traveling circus with worldwide logistics.

INTERVI



EW

Tilla Goldberg, Ippolito Fleitz Group.
The licensed designer worked in London, Tokyo, and New York before starting in Stuttgart. She is a member of the renown Art Directors Club Germany.

What factor does quality play in your planning?

Quality is always essential. For big projects with big budgets anyways, but for smaller projects with small budgets quality has to be used purposefully.

What are the special qualities of OCTANORM?

OCTANORM has a wide range of products for different applications, and every system is compatible with one another. The worldwide availability via the OSPI network is unique.

What is your favourite product from the OCTANORM range?

OCTAlumina, the delicate frame system with clever, integrated LED lighting.

How would you rate aluminium as a raw material?

In the context of OCTANORM sensible, since it is light and sturdy; the high quality of the system components ensures a long reusability, justifying the high expenditure in manufacturing.

What exciting project would you like to realize with OCTANORM?

We've designed the OCTANORM exhibition stand for the EuroShop 2017, an exciting and fun challenge. Creating a new stand for a player who has been a part of the most important retail fair for decades is like creating a new CI. It has an effect that exceeds the exhibition by far. Of course we went for a sustainable concept, creating a reference power for future generations. But I don't want to tell you too much, just stop by at the EuroShop.

If you had three wishes concerning exhibition construction, what would they be?

More guts, more guts, more guts! I wish for a great deal more creativity and experimentation from architects and exhibition constructors. They finally have to try out new materials and new material combinations. I mean, there are enough possibilities today – I'm thinking of LED technology, for example. If you always go for the already-seen-a-thousand-times option, you'll disappear from the general perception.

Who would you recommend system exhibition construction to?

If used correctly and in the right combination, system construction can be used anywhere. You don't just have to use either system or conventional.

What influence does digitalization have on exhibition construction?

At exhibitions, the analogue experience is in the foreground. Real products you can touch and brand rooms you can enter. Otherwise you could scrap the exhibition and use the budget for a perfect website or a virtual room. Decided use of digital information or interaction can be an additional deepening of complex topics.

In a few words, draft an exhibition stand for 2030!

In an increasingly digitalized world, the analogue experience becomes more important and will be a lasting memory. In 2030, carefully drafted rooms with approachable product and brand experiences will be even more important than they are already.

Ms Goldberg, thank you for your time!

„More guts, more guts, more guts!“

Tilla Goldberg's vivid plea for exhibition constructors.



Die Ippolito Fleitz Group.

The design studio is committed to communication in space. The trendsetting projects of the Stuttgart-based company cannot only be seen and admired at trade shows. They also cause a sensation in private and in public spaces, in work environments, restaurants and shops.



Caliper gauge by Blankenhorn.
For Domenico Persichilli, Blankenhorn's caliper gauges, both their mechanical and digital version, are the epitome of German quality workmanship.

Quality made in Germany?

Domenico Persichilli appreciates both Italian elegance and German reliability.

The Italian with the German soul.

As the head of the QA department for almost three decades now, Domenico Persichilli ensures that the high quality standards for OCTANORM products are being met. It is hard to find a more competent partner when it comes to quality. There are two hearts beating in the chest of the born Italian: Obviously, he appreciates and loves the unique qualities and aesthetics of Italian products. For his daily work, though, he develops typically German virtues. In his interview with OCTAnews he told us that structured work is of utmost importance to him. Precision and diligence have the highest priorities. When it comes to quality, Domenico Persichilli doesn't know compromise: "All components have to be 100 % in accordance with OCTANORM's high quality standards, and given DIN norms have to be met." He doesn't tolerate even the slightest deviation in function and surface quality, either.

Love for details.

Domenico Persichilli is enthusiastic about "Made in Germany". He loves the steady quality, the longevity and the perfect finish of even the smallest detail of most German products. But he does not hold back on his fear of globalization compromising the high quality standards. However, there is no danger for OCTANORM products as long as he and his team ensure their quality.



Tizio von Richard Sapper.
One of Andreas Dober's design favourites is the halogen desk light by Artemide. Even after 45 years, it still looks modern. Amongst other things, he is excited about the innovative use of the halogen bulb which receives its power not through cables, but through the flexible lamp struts.



About the sustainability of design.

Andreas Dober, head of design, development and engineering, counts on special qualities in system construction.

Time for new qualities.

Today, good design has to be more than just pleasing to the eyes of the beholder. When Andreas Dober, who is in charge of design at OCTANORM, is asked about the topic, he immediately thinks of climate change, CO₂ emissions, and a responsible use of resources. Hence, he sees his most important mission in creating timeless and long-lasting products and offering convincing alternatives to short-lived disposable products. Arbitrariness needs to be countered with quality.

When it comes to the development of modular architecture systems, he puts an emphasis on usability and function. For Andreas Dober, exhibition construction systems are like tools, they have to be easy to handle and quick to build and dismantle – after all, time is a valuable resource as well.

Systematic superiority.

Especially in view of the fact that individually constructed conventional stands are nothing but waste after four to five days of use, system construction convinces in ecological and economical aspects. When designing OCTANORM products, Andreas Dober's highest priorities are quality and function. The optical design should be neutral, so it can step back behind a multitude of facades. This way, one can create exhibition stands just as impressive as conventional construction ones, but without the great impact on the customer's wallet and the environment.



When everything comes together.

Futuristic past, sustainable future.

Construction with a system.

The history of system construction started in a hurry: in the mid-19th century, London prepared for the Great Exhibition, the first ever World's Fair. Over 200 designs for a new venue were presented, but most had to be declined due to high costs or long construction times. To solve this conundrum, Sir Joseph Paxton presented his idea: his design for the Crystal Palace was to be built with standardized steel elements and could be constructed in a short period of time, giving the Great Exhibition in 1851 an appropriate setting.

Precursor and mastermind.

But it would take almost another century until system construction arrived in the exhibition world. In the 1950s, Braun were the first to use a modular exhibition stand at a radio show in Dusseldorf to present their company. It was designed by the legendary designer Otl Aicher, who, similar to his equally famous colleague Dieter Rams, realized early on that groundbreaking products have to be presented in an adequate setting. The ideas and designs the two

design icons devised mark the beginning of a new era for exhibition construction.

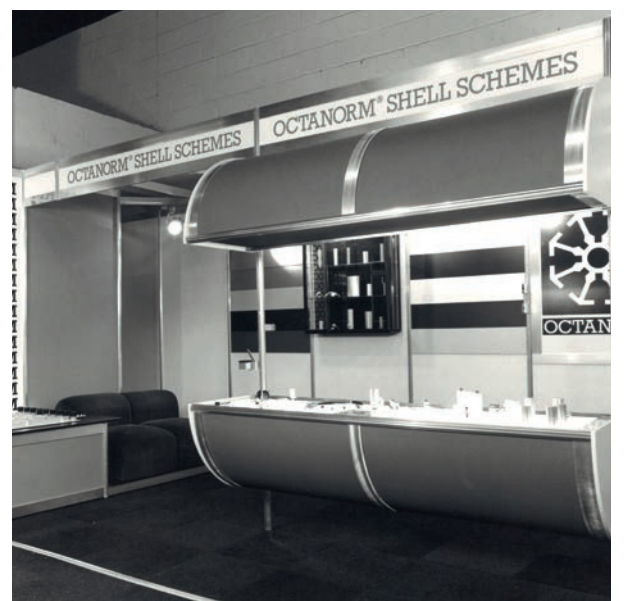
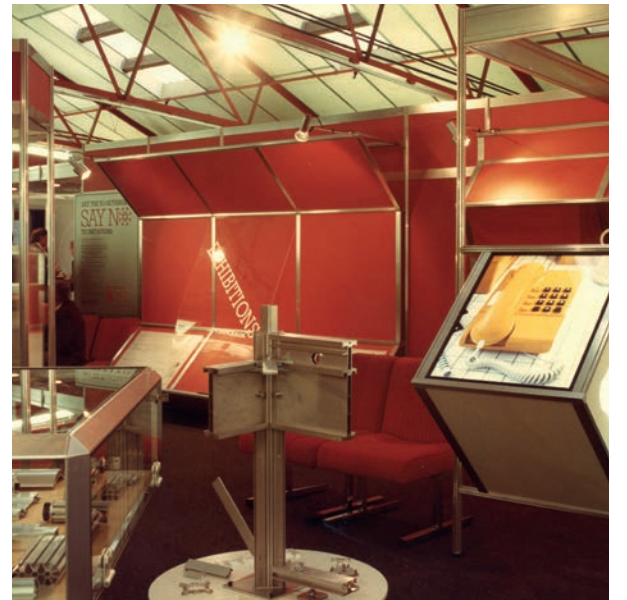
The innovative 1960s.

The sixties were a time for forward-looking, futuristic ideas. The first person walked on the moon, the ancestor of modern PCs was introduced, and the first color TVs could be found in German households. It was in these revolutionary times that system construction went through its first revolution as well. An octagon-shaped revolution. In December 1968, Hans Staeger presented the OCTANORM exhibition construction system. For the first time in history, stands could be built systematically and with reliable quality. The system's success was overwhelming. Even though many of the advantages, like sustainability thanks to reusability, were not important yet, the invention was celebrated nationally and internationally for its economy, reliability, and usability.



Platform for the future.

In a digitalized society, reliable parameters are more important than ever – OCTANORM is one of them. Because a world turning faster and faster needs a maximum of flexibility and adaptability. When resources are dwindling, it is important to go for a sustainable solution. With OCTAuniversal, OCTANORM created such a solution for all future projects. The universal system for exhibition construction, interior design and a multitude of other individual projects allows for the flexibility necessary today and in the future. Because of its compatibility with older systems, it meets the requirement for sustainability. From Maxima to OCTAlumina – it can all be combined with OCTAuniversal. And an intuitive planning tool ensures maximum usability. For perfect use of the ever-decreasing space. However your future projects may look, OCTANORM created the perfect basis for it already.



Timewarp.
Exhibition construction was always ahead of its time, as the futuristic designs from past decades show. The top picture shows OCTANORM-mastermind Hans Staeger and his team.

WE DO EVERYTHING WITH A SYSTEM.
INCLUDING OUR COMMUNICATION.

Ready to start over.

A new quality for the public image.



OCTANORM

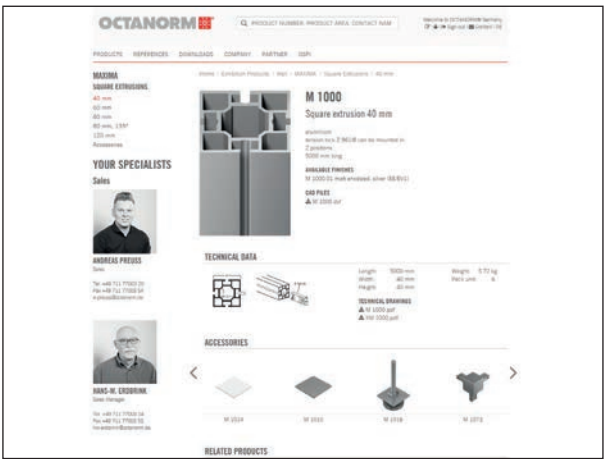
“Anyone who stops improving, has stopped being good”, the legendary German entrepreneur Philip Rosenthal once said. OCTANORM has early adapted this maxim as their own. We strive to be the best and most reliable partner for exhibition constructors and system construction planners. A partner who understands and anticipates your assignment like no other. And this has to be visible in our communication. Hence, it was time to devise a new campaign for OCTANORM that does not rely on the usual stereotypes. Recurring situations from the everyday work life of our target audience show our special qualities. Paired with the promise that OCTANORM is always a reliable problem solver.

From logo typography to advertisement.
Even communication is done with a system at OCTANORM.
The result: the single parts merge into one impressive overall picture.





Successful teamwork.
Simon Niederer, Florian Meissner, Sabine Kohler,
Stefan Schütz, Jasmin Meissinger.



An impressive web presence.
Thanks to the particularly user-friendly concept of our new OCTANORM website, all the information required for your day-to-day work can be found in no time.

The communication engine.

Since there is a multitude of tasks to tackle simultaneously, communication at OCTANORM is done by a highly motivated team. One task is the implementation of a new literature concept. It premiered recently with the brochures for OCTALumina, OCTAuniversal and OCTAfloor. Not only the literature but the whole appearance of the brand was modernized. We also readjusted the brand's position to do it better justice. The goal of all these measures was to create an image from logo to exhibition stand that represents the compatibility the OCTANORM system stands for.

We also worked on a new website, which was launched with the start of EuroShop 2017. The newly developed website is a good example for the exciting customer journey and is based on our main idea: the best service and quality for our customers. Hence, we will not stop here but keep adding and implementing new, exciting features to, and constantly inform you about new products and other developments of our brand on our website.

The quality of teamwork.

The communication team at OCTANORM are: Simon Niederer, Head of marketing and communications, Sabine Kohler and Jasmin Meissinger, both with focus on print and communication, Stefan Schütz, responsible for online and Product Data Management, Florian Meissner, working student for online marketing.

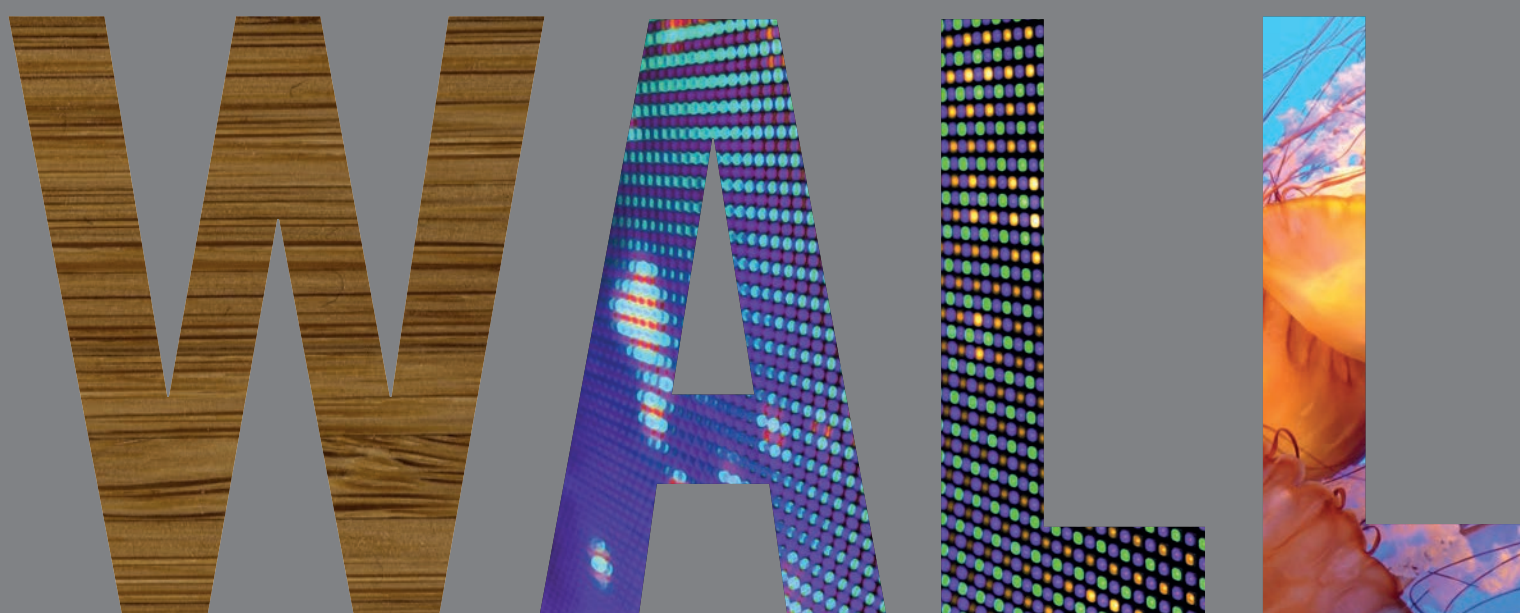
What's next?

The year 2017 is marked by new communication approaches. The new website will not be the only improvement in communication this year: our literature concept will be continuously extended and developed, informing about every product family in all necessary detail. Additionally, a multitude of new online and offline measures are being planned and prepared. We want to ensure that our customers can get all necessary information as fast as possible, ultimately ensuring their success in the long term.

OCTA UNIVERSAL

More than the maximum.

OCTAuniversal takes our system solutions one step up the evolutionary ladder.



With Maxima, we wrote a success story unparalleled in the business. Obviously, this poses an important question: What's to follow? The answer: OCTAuniversal, a system that seamlessly continues our success story. In accordance with our sustainability ideal, the system is completely compatible with all Maxima 80 profiles. With only a minor investment in new uprights, the system creates countless new possibilities at relatively low costs. And they are more than impressive. OCTAuniversal can be clad with silicon edge graphics, panels, and LED panels. And that's not all: even OCTAlumina can shine its light in combination with the new system. This allows for a freedom never experienced before in exhibition system construction. Exhibitors can outgrow themselves – in the truest sense of the word. Thanks to the integrated safety proof, no structural engineer is needed for walls of up to 6 m height. This saves both time and money.

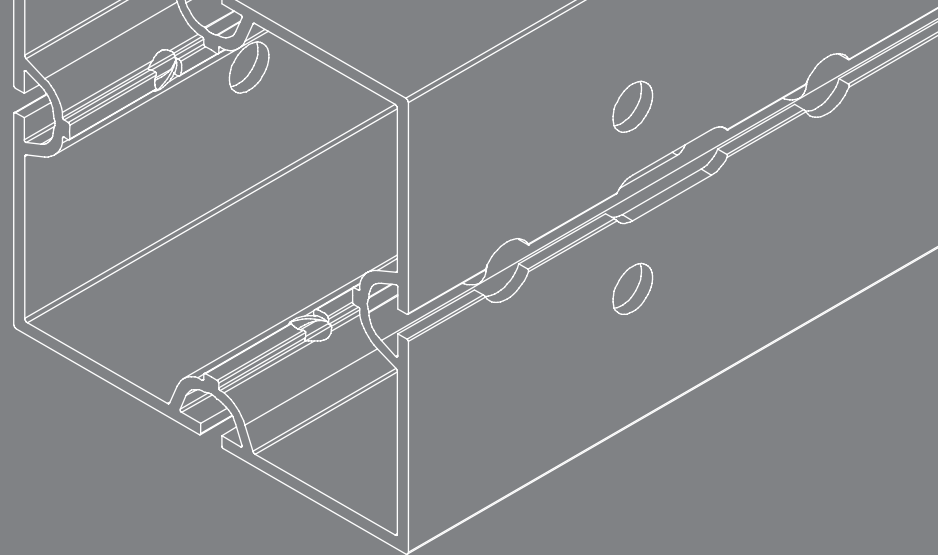
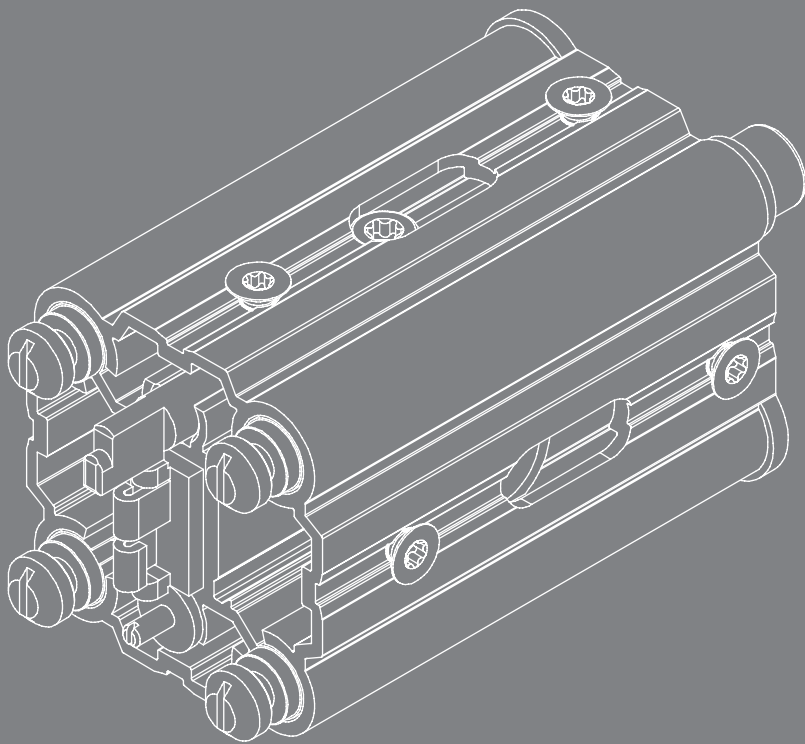
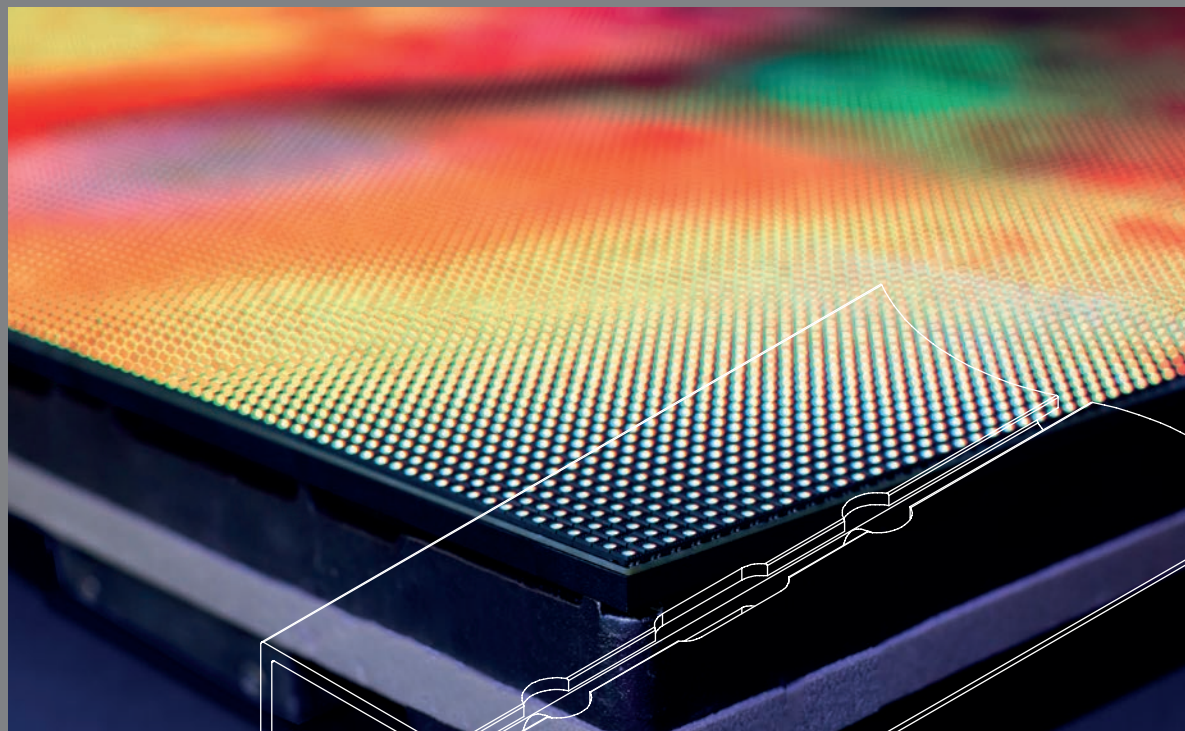


PANELS

The optical possibilities are similar to OCTAwall custom's: the structure can be completely clad with panels. But, in contrast to OCTAwall custom, OCTAuniversal can not just take panels, but also silicone edge graphics, LED panels and illuminated OCTAlumina light boxes. And since you can combine any material however you want, it offers a new diversity never seen before.

LED SCREENS

The future is bright in LEDs, and with OCTA-universal you have the perfect basis for it today. Since the 990 / 1000 mm grid can be used with a flexible extrusion, even LED panels in non-standard dimensions can be mounted.



Patented bolt-lock-technology.
The patented key to compatibility and safety: thanks to the new bolt-lock-technology made by OCTANORM, every tension lock connection is automatically a statically verifiable connection.

INDIVIDUALITY

Exhibitors want to appear individual, but have to keep their budget in mind more than ever. Thanks to OCTAuniversal, one thing does no longer rule out the other. Since OCTAuniversal can be perfectly combined with existing Maxima stock, a little investment in a few new parts is enough to create a multitude of new possibilities for a new, individual exhibition stand.



THERE IS NOTHING LIKE NATURE
TO MAKE PEOPLE FEEL ALIVE.

All signs on green.

The future is green. With solutions by OCTANORM.



Rosario Bertoli.
More and more banks, industrial companies, and retailers go green and choose solutions by Rosario Bertoli and his company Linea Bertoli. For his work, the Italian architect relies on quality components from OCTANORM and Creaplant® vertical plantation.

If it seems like you can hear the wind in the willows, even though you are inside, it is highly probable that Rosario Bertoli is responsible. His idea to add greens to rooms was actually born when he was working on acoustics. The acoustics in a conference room had to be improved. Also, it needed a new layout. Bertoli's idea: a planted wall. It did not just solve the acoustics problem and changed the room's layout; it also greatly improved the air quality by cleaning it from dust and keeping humidity at a steady level. On top of that, attendees can enjoy the view during meetings. As a basis for his green projects, Bertoli values OCTANORM for its high quality aluminium.



Green office landscapes.

Nothing is better for our psyche than nature. British scientists discovered that people who live closer to parks or other green areas are significantly happier than those who live in a plant-free environment. Green landscapes help us to relax and stimulate our creativity. The natural surfaces function similarly to a filter, freeing us from stress and provide us with fresh air. How nice that this pleasant effect is available in combination with OCTANORM.

In full bloom.
Making the usual hydroponic plants look pale: Linea Bertoli brings nature indoors and livens up offices, shops and hotels.

FASHION LINES COME AND GO WITH
THE SEASONS, THE RIGHT
SYSTEM IS HERE TO STAY.

Mind the GAP!

Impressive solutions for the Japanese market.





An international success story.

The Californian fashion brand GAP took the world by storm. The biggest American clothing retailer has more than 3700 stores worldwide, many on the high streets of the world. One of these high streets is the Ginza in Tokyo, Japan. It is one of the most expensive shopping streets in the world. The biggest address for young fashionistas in the Asian metropolis is the Harajuku district which, full of fashion stores, even inspired its own fashion style, the Harajuku-Kei.

Shopping in the land of the rising sun.

For consumers, Japan is the shopping paradise on earth. Both the offers and service are unrivalled. Even on weekends, the shops are open till 9 pm. As soon as it turns dark, the shopping streets turn into glistening seas of light – in comparison, European high streets seem almost completely dark. To be seen in Japan, you need impressive and big ideas.

OCTANORM for GAP.

We delivered a shining framework for the two GAP shops on the Ginza and in Harajuku. Since the fashion lines are constantly changing, it is important for the fashion industry to have a system solution that is easily adaptable to new trends. Also, monthly changing ad campaigns are quite challenging. And the Japanese market poses even more challenges, for which OCTANORM offers the right solutions. Per square meter, shop owners on the Ginza pay 6000 € on average. It is obvious that this space has to be used as efficiently as possible.

Tokyo shines.

The basis for the OCTAlumina solution for the GAP stores are frames with 4000 × 2480 mm and 2000 × 2480 mm respectively, fitted with silicone edge graphics in brilliant colors. The customers are captivated by light boxes which are suspended from the ceiling; a low weight was therefore essential. GAP were especially impressed by the light power of our LED modules: they offer exactly the radiant light necessary to catch the customers' attention in Japan. And since the lights are always on, they appreciate the fact that they do their job consistently 365 days a year.

OCTA LUMINA

A real highlight.

Countless possibilities. Visionary impact.

Connections as clear as daylight.

A human's interpupillary distance is quite low. In order to successfully hunt and gather, our ancestors had to have a focused look. Nothing catches our attention more than light; the shinier, the better. There are billions of stars in the sky, one brighter than the other, but it's the Venus that catches our attention. And once found, we always look for her. Light equals life. It's on the first sunny day in spring after a long winter at the latest that we realize how good the light is for our psyche. Nothing can grow and prosper in darkness. What is true for the animal and plant kingdom, is just as true for marketing.

An illuminating concept.

The question arose how we could use the light's positive effects in our presentation systems so as to help our customers gain visibility. The answer was OCTAlumina: the perfect framework for picture presentation in a completely new dimension. High quality power LEDs ensure a homogeneous illumination of each OCTAlumina light box. They allow for an unrivalled brilliance in color. The technology has no dark sides, either: the prints are sharp and crisp. They are printed on backlit-fabric, and because the LEDs and power supply units are pre-installed, they are turned into impressive installations in no time.



Big scale solutions.

There is almost no stopping your creativity. OCTAlumina is available in three different depths: 40, 80, and 120 mm. Set a highlight in the smallest rooms by installing a DIN A1 sized OCTAlumina 40 light box. Impress your customers with gigantic light boxes from the OCTAlumina 120 family. We offer a perfect solution for almost every possible application area. The light boxes can be mounted to walls or suspended from ceilings. They can be illuminated single or double-sided. Of course, we also offer solutions for mobile applications.

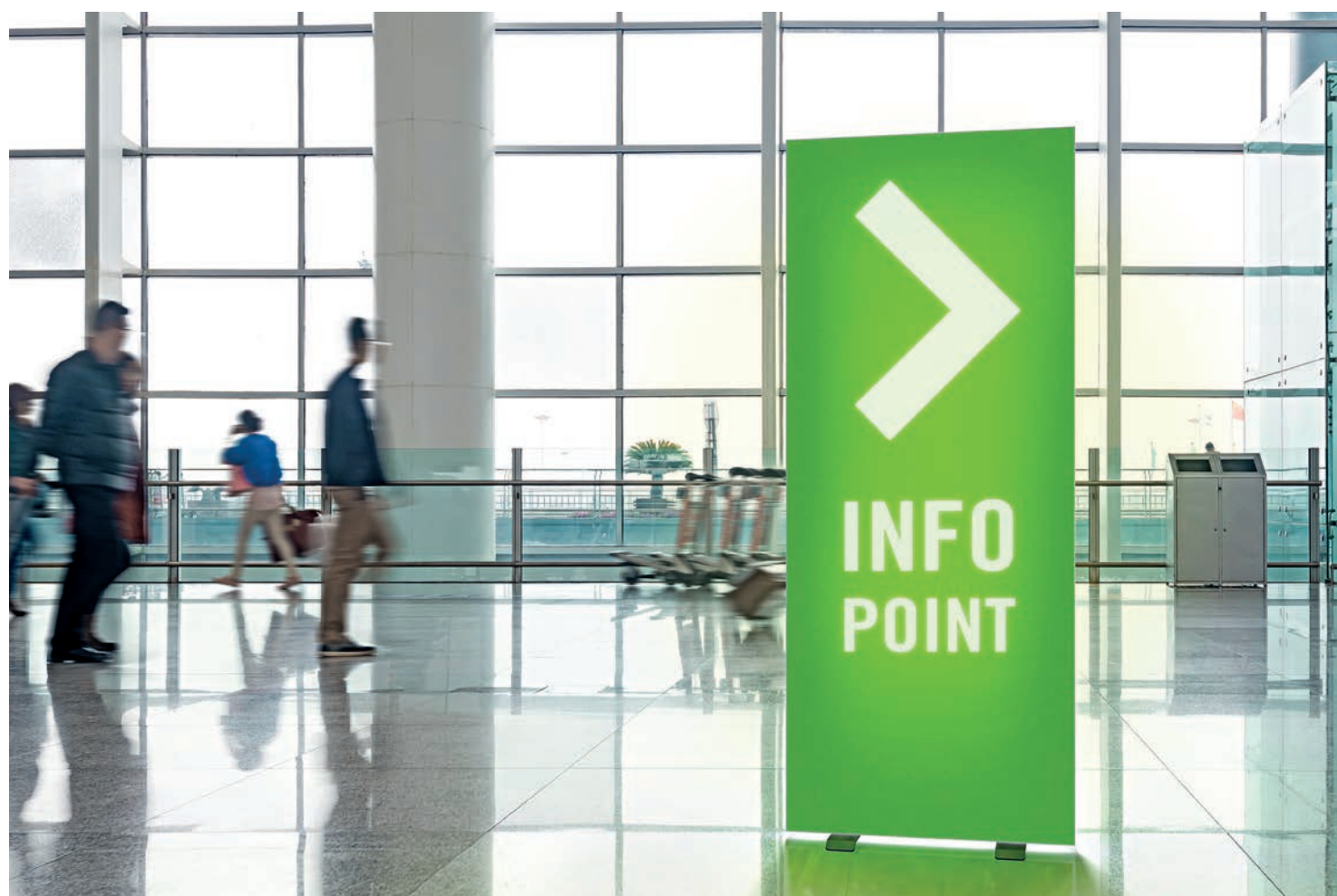
New features with OCTAlumina plus.

Our new OCTAlumina plus extrusions allow you to build entire illuminated rooms. They provide lighting possibilities from the ceilings to the integrated doors and come with completely invisible extrusion edges thanks to inclined grooves holding the welt. Another improvement are the additional grooves that create amazing 3D effects. The intriguing interplay of different layers of fabric makes a unique impact and inspires curiosity. And if you're not fully convinced of OCTAlumina yet, we would like to remind you of Bertolt Brecht's words: "There are some who are in darkness / And the others are in light / And you see the ones in brightness / Those in darkness drop from sight."



HOME | FITNESS | GASTRONOMY | RETAIL SHOPS | SUPERMARKET | PUBLIC AREAS

There is basically no place where OCTALumina doesn't captivate. Especially in areas where customers and passers-by are confronted with countless ad campaigns, the brilliant LED technology knows how to steal the show. And the pictures can do much more than just catch attention: they can create real emotions. A landscape dipped in glistening light helps us escape into unknown worlds, invites us to dream of our last holidays or to plan our next journey. At the end of a stressful day, they create a calm moment of contemplation. On the other hand, they can also have a rather invigorating effect. Who could control their appetite when seeing fresh, crisp groceries? But OCTALumina is not just perfect to display your advertisements. In public places, like airports or train stations, the system can help with orientation. Rooms can be divided with two-sided light boxes. It doesn't matter where you use your OCTALumina light box, it immediately creates a welcoming, warm atmosphere.



Destination anywhere.
At airports, countless displays and advertisements compete for our attention. If you want to be seen in this environment, you have to set a distinct mark.



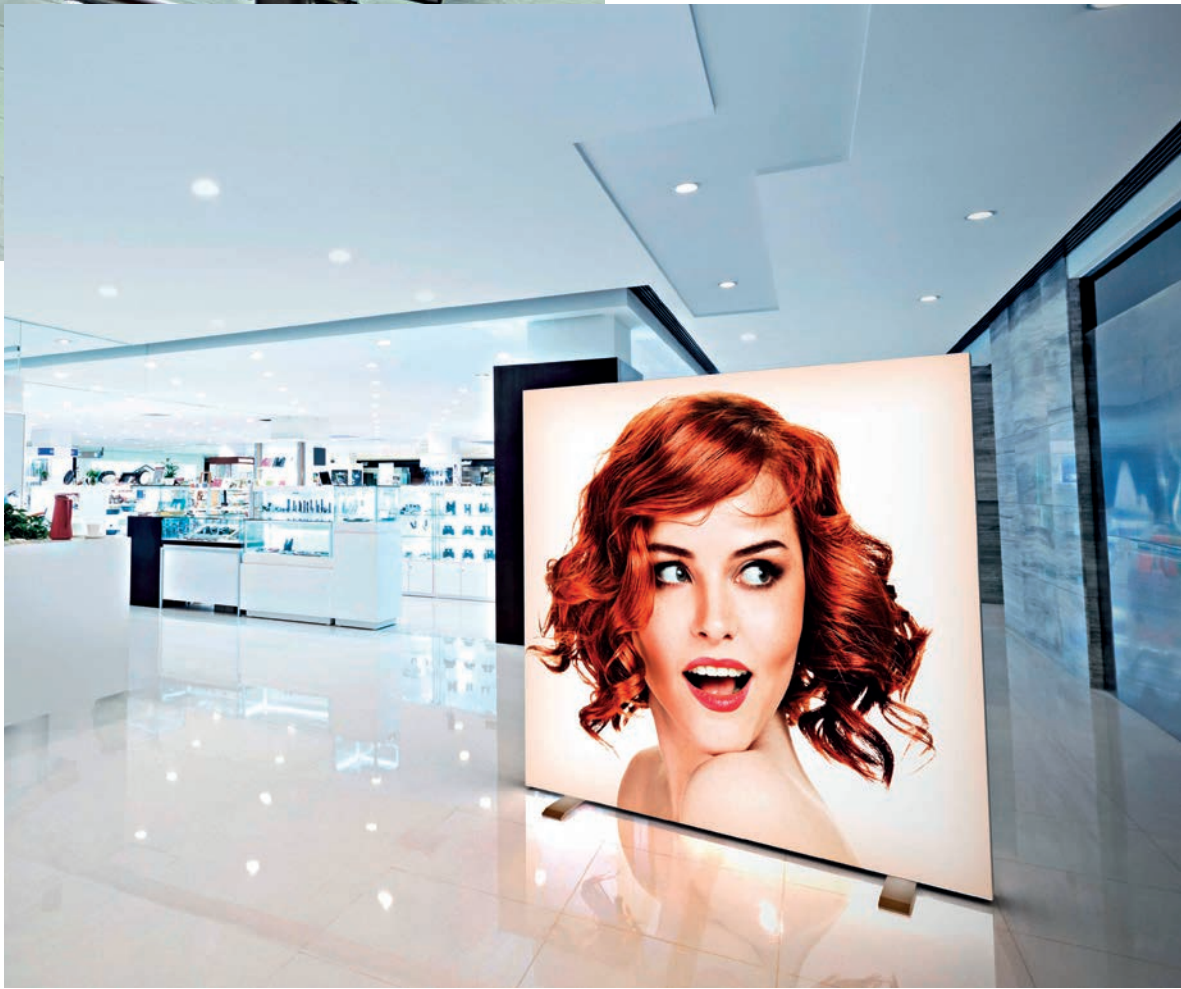
Appetite for more.
A restaurant's success doesn't just depend on the kitchen, but also on an inviting environment. Create an atmosphere perfectly adjusted to your kitchen with impressive pictures.



Keep Moving.
Sadly, it's not always possible to do sports outside in our part of the world. That's why many sports studios create sunny landscapes in their premises. By the way, light also has a positive impact on our performance.



Fashion Statements.
Lines in the fashion and beauty business change with the seasons. OCTAlumina frames are there to stay, always adjusting to the newest trends. Because the graphics are easily exchanged, your POS is always en vogue.





Quality around the globe.

High grade sustainability: our OSPI network.

PERTH,
AUSTRALIA

DESIGN

Ecology in theory and practice.

Sustainability is one of the most discussed issues in today's world. Almost every company has publicly pledged their commitment to some form of sustainable action. We at OCTANORM do not just pay lip service to sustainability but instead we rather present solutions our earth can actually profit from today. Logistics have a big impact on the environment. The worldwide traffic, with container ships and cargo planes, is responsible for immense CO₂ emissions. Through OCTANORM Service Partner International, the world's biggest exhibition builder network, OCTANORM offers great incentives to alleviate these problems.

Designed Here – Built There.

The groundbreaking idea behind OSPI is as simple as it is clever: with the help of innovative software, an exhibition concept is created in one place, and sent to another where it is constructed exactly as designed and drawn with OCTANORM components

from the local partner. OSPI partners must be true to the smallest detail, and provide the highest quality, exactly as designed. This way, the countless components necessary for each exhibition stand do not have to be shipped halfway around the globe anymore. All OSPI partners are handpicked – no other network can offer a similar high standard in quality and professionalism. Thanks to our competent partners in more than 40 countries with all the necessary know-how, our customers are always perfectly prepared for local requirements and laws. And since all of our OCTANORM products are recyclable, sustainability is ensured from start to finish.

AMSTERDAM, NETHERLANDS

Perth – Amsterdam via OCTANORM

Trakka's much praised exhibition stand was designed in the offices of our partner Perth Expohire in Australia. Trakka Systems make searchlights, gyro-stabilised camera systems and optical technologies for Search & Rescue helicopters. In order to best display the heavy and sensitive exhibits adequately, an elaborate stand had to be presented. When faced with having to supply an exhibition stand in the Netherlands, thanks to the OSPI network, Perth Expohire were able to find the perfect Dutch partner on site in BUCKDESIGN. They offer the complete package for exhibitions in Amsterdam, which is the gateway to the European exhibition world. "We have a large OCTANORM rental stock which we often use for our OSPI projects", Elsa Lo Pizzo of BUCKDESIGN tells us. In faraway Perth, staff at Perth Expohire could relax knowing they had competent partners and they were happy about their Dutch OSPI partner's can-do attitude. While the Australians could concentrate on the design, their OSPI colleagues ensured a perfect realization of their ideas in Amsterdam. All the Trakka technicians had to do when arriving at the exhibition was to install the exhibits. For all involved parties, the secret to this success lies in the OSPI network. Elsa Lo Pizzo described their work with the OSPI partners as a great pleasure. Connected through the OCTANORM system, they are almost like family. We at OCTANORM are flattered by this beautiful compliment.

NED HERE BUILT THERE



6 THINGS YOU SHOULD KNOW IF YOU PLAN TO ATTEND AN EXHIBITION IN THE USA.

Fair Tales from America

Insider knowledge that will help you.



With the new American president in power, foreign companies are threatened with higher custom duties when importing their products. All the more does this increase the importance of inspiring people to buy Made in Germany. After all, the American market with a predicted growth of at least 2 % in 2017, is one of the most attractive markets outside Europe.

The most important exhibition locations are Las Vegas, New York, Chicago, Houston, and Orlando. And German exhibition corporations are rather active overseas as well: as of now, 19 German exhibitions and 25 participations are planned for 2017. More information is available from the Chamber of Industry and Commerce in the US, the Ministry of Foreign Affairs, the Germany Trade & Invest (GTAI), and the Association of the German Trade Fair Industry AUMA. Especially since all 50 states have their own local regulations, it is advisable to get all the necessary information beforehand.

Since most exhibitions in the USA have a national or regional character, most visitors are from the US, and some are coming from Canada and Central America. Generally, exhibitions are associated with expert conferences, that are mandatory for many people in the respective industry. This means that most exhibition days are quite strenuous for most visitors. Hence, exhibition stands with areas to relax in are highly frequented. Generally, elaborate stands with open floor plans offering comforts such as thick carpets or soft floors are highly popular.

But for a successful exhibition appearance, there is more to consider than just comfort. In some areas in the US, unions have a strong influence. At many exhibitions, exhibition construction unions authorize and supervise the construction, resulting in additional costs.



Time is Money – mounting and dismounting has to be done quickly in the US.



Viva Las Vegas – the gambling paradise is the most popular exhibition location.



Germany Calling – 44 German exhibitions or involvements in 2017.



Union Blues – exhibition unions increase prices in many locations.



Pipe & Drape – the American nightmare made from drapes and pipes.



Keep on Ramblin' – most exhibitions move from location to location.

A peculiarity of American fairs is the so-called drayage costs. They incur for the transportation of exhibits and stand elements on the exhibition area. This is just one of the reasons why it is advisable to gather information about possible costs for each exhibition location beforehand.

Unlike US highways, exhibitions are definitely claiming high speed. Mounting and dismounting times are short. This is also the reason why so many exhibitions are full of rudimentary “pipe and drape” stands which, as the name already suggests, are pipe constructions with drapes hung over them. It is hard to create a positive image with one of these. But by using the right exhibition system, the short mounting and dismounting times are no problem, and your exhibition appearance offers visitors a lot more than just pipe and drape.

The USA are digital pioneers also when it comes to exhibitions. This makes interactive and digitalized exhibition stands a visitor

favourite. On most locations, an app is available for visitors for orientation. The technological infrastructure is exemplary in the USA at all exhibitions; WiFi is a standard. Which leads to another peculiarity: it is forbidden to actively disrupt or block personal WiFi hotspots.

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