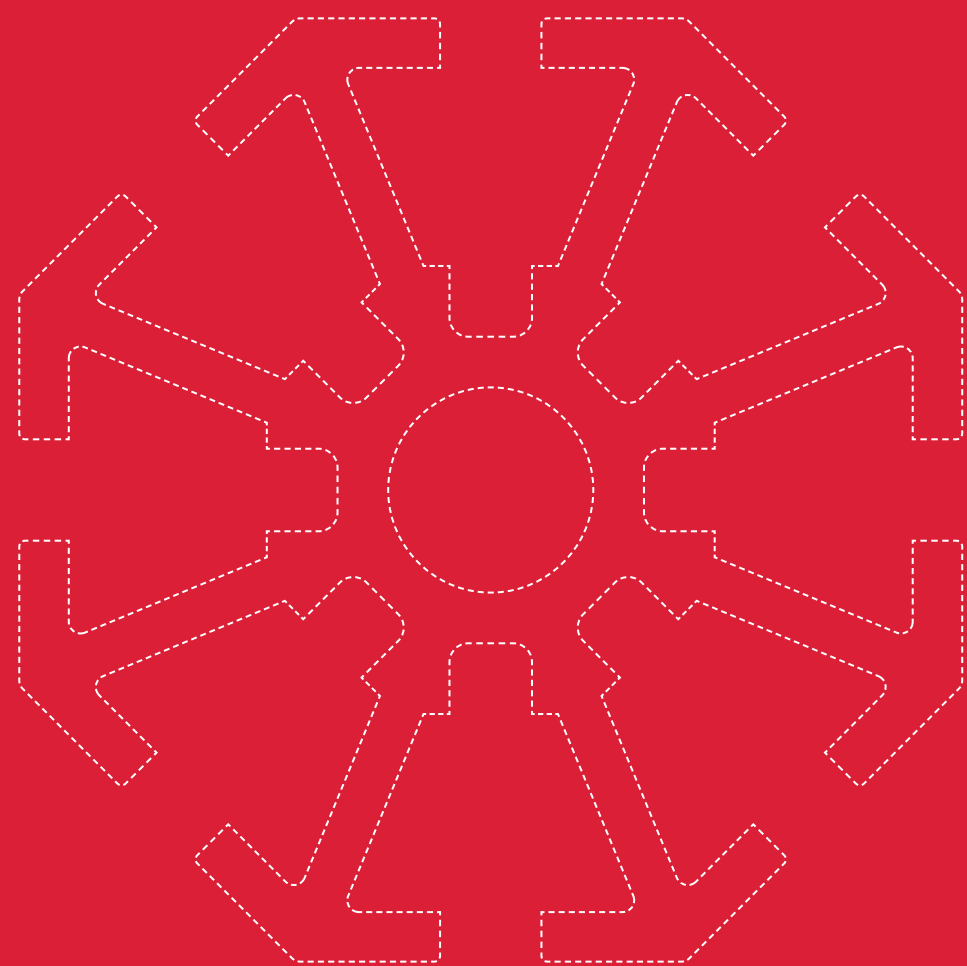




***we believe*
in systems.**

octanorm [®]



1969

The birth of construction systems.

In 1969 **octanorm** revolutionized exhibit construction with the first modular octagonal system. Since then, the name has stood for quality, innovation and sustainable design – worldwide.

A white modular frame structure, possibly for an exhibition stand, is shown against a solid red background. The structure consists of several interconnected rectangular frames, some of which are partially assembled or disassembled to show the modular nature of the system.

55

years of experience and innovation in exhibition construction systems.

For more than five decades **octanorm** has been developing modular solutions in the exhibition, architecture and cleanroom fields – always firmly rooted in the future.

A close-up view of a white modular frame structure, showing the intricate details of the joints and the way the frames are interconnected. The background is a solid blue color.

90

percent of our products are recyclable.

Sustainability begins at material level: Our modular systems are made of recycled aluminium – environmentally friendly and long-lasting, without compromising on quality.

A large group of people, mostly men, are posing for a group photo on a dirt path. They are arranged in several rows, with some kneeling in the front and others standing behind. Many of them have their hands raised in the air, some waving. They are dressed in casual summer clothing like t-shirts, tank tops, and jeans. In the background, there is a vast landscape of rolling hills and mountains under a blue sky with scattered white clouds.

100

ospi in over 40 countries.

ospi stands for octanorm service partner international. Our global network consists of more than 100 selected partners and ensures that **octanorm** systems are set up precisely, quickly and sustainably anywhere in the world – locally produced, globally connected.

06

A man with glasses and a mustache is working in a workshop. He is wearing a dark blue t-shirt and red overalls. He is smiling and looking down at his work. He is using a power tool, possibly a drill or a screwdriver, on a metal frame. The background shows industrial equipment and a large white structure.

65

percent less CO₂ thanks to local production by ospi.

Our global **ospi** network eliminates long hauls and reduces CO₂ emissions by up to 65%. A step towards sustainable exhibition booth construction.

07

Key figures.



Welcome to octanorm.

We have been developing modular solutions in the fields of exhibitions, architecture and cleanrooms for over 55 years. What began in 1969 with an octagon is today a global standard for flexible, sustainable design.

What is our mission? To create inspirational spaces. Swiftly, precisely, worldwide. With our network and innovative tools such as the ai booth designer, we reimagine construction systems in a digital, modular and sustainable approach.

**Discover what's possible:
*we believe in systems.***



**We shape
the future
of system
fabrication
and connect
people and
brands.
Innovative.
Sustainable.
Worldwide.**

Success is mutual: Trust and partnership

We generate mutual success through reliability and transparency in the way we communicate. We see trust as the basis for long-term partnerships and a strong corporate culture. It gives us the leeway to take risks and try out new ideas.

For a healthy spirit of cooperation: Responsibility and respect

We take responsibility for our actions and promote interaction with partners, employees and the environment based on respect. We pioneer sustainable solutions effectively and do our part to create an inclusive working environment in which everyone can realize their full potential and share their ideas.

Firmly rooted in our DNA: Quality

We ensure the highest standards worldwide underpinned by uniform guidelines and rigorous quality assurance. However, our conception of quality goes beyond that of a standard. We always seek the perfect solution for our partners, custom-made to the highest standards and produced in house.

Leading the way: Innovation

Closely engaged in the market and with a keen eye, we drive continuous development in our company spurred by creativity and collaboration. This means we always offer our partners the latest trends and remain adaptable to actively shape the market.



Australia
Belgium
China
France
Germany
Great Britain
Greece
Italy
Japan
Mexico
Nigeria
North America
Poland
Slovenia
South Africa
Spain
Sweden
UAE

Global presence. Local roots.

With over 220 employees worldwide and a network of licensees and sales representatives from 18 countries, **octanorm** offers its customers global solutions with a strong local base. Our regional production ensures swift delivery times, reduced CO₂ emissions and maximum flexibility at local level. From exhibition construction to cleanroom solutions – worldwide, always in **octanorm** quality.



**Locally
produced,
globally
engaged.**

Because great ideas often come from outside of the box.

Our industry does not tolerate delays or failures. The best solution must always reach the customer as quickly as possible. Since our company produces locally worldwide, we are never more than a call away from our customers in Germany and abroad.

As an established brand in exhibition construction systems it goes without saying that we offer standardized solutions in consistently high quality. Yet just such groundbreaking ideas often demand implementations that defy DIN standards. We develop our products so that they can be tailored to suit exactly what our partners want. Our state-of-the-art machinery ensures that production processes are swifter and lead times shorter.

For a better tomor row.

18

Responsibility that embraces more than the product.

As part of a global network **octanorm's** responsibility goes beyond construction: It encompasses fair partnerships, efficient communication in the **ospi** network and social projects worldwide. We work exclusively with partners who share our values, promote educational institutions and organize fundraising campaigns – because the future is not only built, but also shaped with the help of partners.



ClimatePartner
certified company
climate-id.com/D5PJR1



19

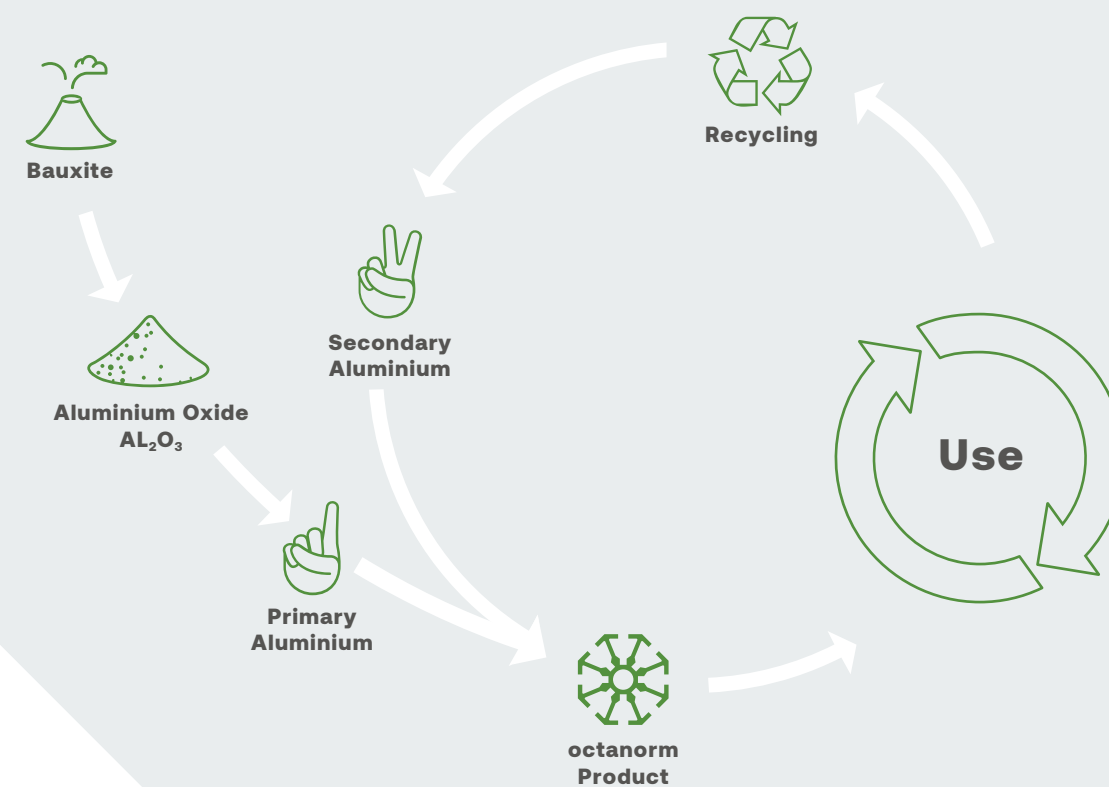
Responsibility.

90%

Our
recycling
quota.

Sustainability begins in the system.

octanorm stands for long-lasting solutions rather than short-lived constructions. Our modular aluminium systems can be reused for decades – they are flexible, expandable and environmentally friendly. Recycled secondary aluminium extrusions save up to 95 % energy compared to primary production. Our double floor system, **octafloor eco**, is yet another standard setter. Made of recycled plastic, it can be fully recovered and restored to the resource cycle.



Future. Digital. Unlimited

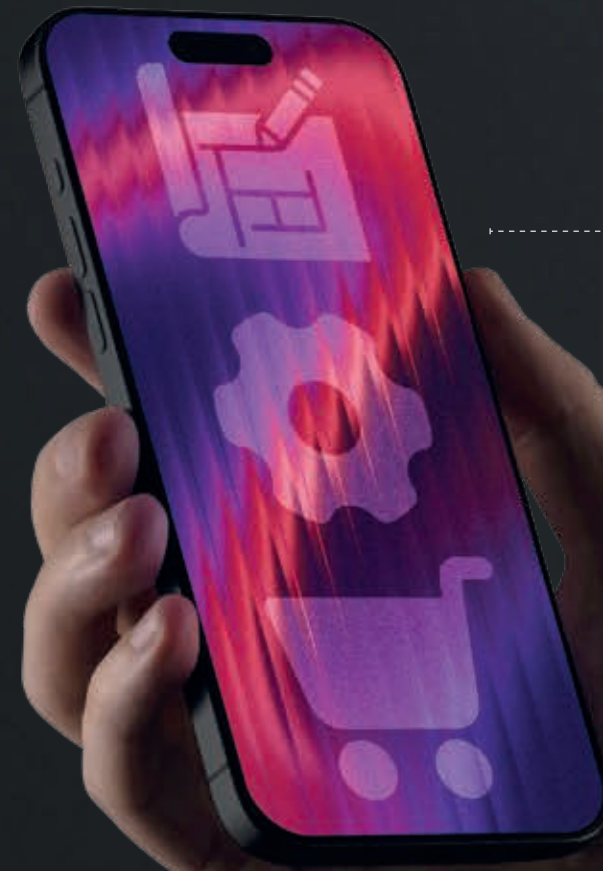


Tools that think ahead.

From artificial intelligence to digital planning and smart purchasing – **octanorm** shapes the future of construction systems. We set new standards in the industry with intelligent tools, maximum transparency and innovative services. Swift. Reliable. Available worldwide.

ai booth designer

A new dimension in booth design: The **ai booth designer** drafts creative designs for exhibits in seconds – flexibly, individually and perfectly suited to all requirements.



expo.shop

Everything for exhibition presentations: In the **expo.shop**, end customers will find high-quality system components and accessories – for quick and easy online shopping.

octanorm online shop

Our online shop provides partners with all current prices and availability details of the individual products and allows them to order online from anywhere.



we

one

are

Diversity.

Personal
development.

Respect.

Trust.

Reliability.

Solidarity.

Appreciation.

Transparency.

Communication.

Openness.

Teamwork.

In 1969 octanorm set new standards in exhibition construction with its first modular octagonal system.

Today we stand for quality, flexibility and sustainable design in construction systems. Worldwide.

19

69



1968



At a press conference
Hans Staeger announces the
founding of **octanorm**.

1969



OCTANORM-Vertriebs-GmbH
revolutionizes the exhibition
world with the first octagonal
construction system.

1972



The company is represented
at the EuroShop exhibition for
the first time and shows its
curved extrusions.

1973



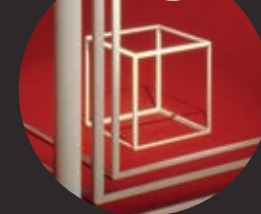
octanorm presents the double
floor system for subfloor system
installations.

1974



Relocation from
Stuttgart-Möhringen to the
current site at Raiffeisenstraße
in Filderstadt.

1978



Presenting the **newline**
program. Hans Bruder joins
octanorm.

1984



Foundation of the global
**octanorm service partner
international** network:
First **ospi** meeting at
EuroShop in Düsseldorf.

1987



octacad software
revolutionizes the planning
of exhibition booths.

1999



Presentation of **maxima
light, vario displays** and
the **newline** shop shelving
system at EuroShop.

2003



The cleanroom division
is established.

2014



Launch of the **octalumina**
illuminated frame system.

2015



Thomas Gräter succeeds
Hans Bruder as CEO of
octanorm.

2019



Hans Bruder and Jörg Staeger
take over the management of
the company.

2019



octanorm celebrates
its 50th anniversary.

2020



Introduction of **octawall pro** –
the frame system for fabric,
panels and LED video walls.

2020



The **expo.shop** for
end customers goes online.

2021



CEO Jörg Staeger leaves
the company and Benjamin
Bruder and his father take over
the management together.

2023



octalux brings
a brilliant sparkle
to the event world.

2023



After 45 years of dedicated
service and commitment to the
company Hans Bruder enters
well-earned retirement.

2023



Launch of the **octanorm
online shop** for partners
and licensees.

2024



octalux: German Design
Award Winner 2024.

2024



The innovation for
creative booth designs:
ai booth designer.

2024



The **ospi** network celebrates
its 40th anniversary at the
ospi meeting in Portugal.

2025



We commit to
the 17 SDGs for a
sustainable future.



Portfolio

**Exhibition
systems**

**Project
solutions**

**Cleanroom
solutions**



ALU MENZIKEN
SWISS TECHNOLOGY

ALU MENZIKEN
SWISS TECHNOLOGY

WE FORM VISIONS

Our Product is silver – our roadmap is green.

apt
ALU & PRODUCT TECHNOLOGY

36

37

Exhibition systems.



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© M&W Messe & Wohndesign GmbH – Pepperl+Fuchs AG



© comcut Messerservice GmbH – Baden-Württemberg International

System solutions for outstanding brand presentations.

For more than 55 years **octanorm** has stood for modular exhibition systems that combine flexibility and reusability. Our systems such as **octawall**, **octalumina** and **maxima** enable customers to create spectacular booth concepts – from compact presentations to vast brand worlds. Easy to set up, sustainable and highly integrated. **octanorm** creates memorable spaces.





© Atelier Türke – Revolte!



© Barbara Herold – resetNOW!



42

© AHA-Systeme – Naturkundemuseum Rosensteinpark

Custom-built spaces for brands and people.

From retail to interior design and custom-built constructions – our project solutions enable us to create outstanding original spaces. Our modular systems offer maximum flexibility and can be extended as required. From shop-in-shop to showrooms, unique experiences are created that bring brands to life. **octanorm** delivers quality – custom-built, worldwide.

43

Project solutions.





Clean solutions for sensitive environments.

Our cleanroom systems stand for highest precision and safety in sensitive areas such as the pharmaceutical industry, semiconductor manufacturing and food processing. In a standardized modular design that can be extended flexibly, **octanorm** ensures maximum air purity and efficiency. Rely on **octanorm** when it comes to controlled environments.



	octaclassic
	octafloor
	octalumina
	octamax
	octalux
	octarig
	octawall
	maxima



”

“ospi is a rewarding journey of gaining knowledge, building lasting relationships, and connecting with people who share the same passion and goals.”

Peck Sik Juan, Sunyau Expo, Singapore, ospi since 2019

One system. Fits everywhere.

With more than 100 partners in over 40 countries, the **ospi** (octanorm service partner international) network builds exhibits where they are needed. Local production eliminates the need for long hauls – saving time and money and reducing pollution. All our partners use original **octanorm** systems and ensure the highest quality. Swiftly, precisely, sustainably – worldwide.

- designed here.
- built there.

”

“I love the special spirit, it’s like being part of the family.”

Elsa Io Pizzo, Buckdesign, Alkmaar, Netherlands, ospi since 2009



Up to 65% less CO₂ – thanks to smart logistics.

Anyone who has their booth built at the exhibition site saves valuable resources. Local production within the **ospi** network eliminates the need for long hauls by air, sea or road – reducing CO₂ emissions by up to two thirds compared to conventional shipping logistics.

32 t*
sea freight.

35 t*
air freight.

”

“Cooperation always runs smoothly – because we all speak the same language: octanorm.”

Liam Beattie, HOTT3D, Cape Town, South Africa, ospi since 2017

”

“With ospi, we can unlock new possibilities for our customers worldwide.”

Allison Trost, CEP International, Chicago, Las Vegas, Orlando, USA, ospi since 2004

12 t*
ospi.

“The future isn’t built on concrete, it’s built on modules: flexible, sustainable and unashamedly smart!”

Janina Poesch is a qualified architect and journalist. She has penned numerous works about the future, (sustainable) scenography and (brand) communication in a spatial context. Publications include the scenography compendium, the Brand Experience & Trade Fair Design Annual and magazines such as STOR[I]ES, BRAND NEW, MUSEeN and PLOT. She also focuses strongly on current trends, challenges and innovative concepts in the exhibition design field – with a special emphasis on the dynamic relationship between architecture, brand and strategic communication in a spatial context.



Temporary is the new permanent.

We live in an age where stability is almost regarded with suspicion: Markets operate in real time, trends explode and burn out in the space of a few months, while today’s “places to be” are “has-beens” by the next. Our world has become faster paced, more inconstant and much more complex. As products come and go at an ever faster rate brands must make sure that stay abreast of their target audiences wherever they are: Whether in an exhibition hall in Frankfurt, an empty store in Tokyo or at a festival in Copenhagen. Places are no longer static, but are temporary sets for staging products. The question is no longer one of where the space is, but how fast can it be transformed. So why think in terms of monumentality, when the reality has long become fluid?

At the same time, the ecological dimension has become more pressing and the call for solutions that save instead of wasting precious raw materials can no longer be ignored. Let’s be honest, what remain once the applause has faded – in an industry that burns resources by the ton in the name of attention seeking. Booths binned after three days and pop-up stores that generate more waste than impact surely cannot serve as models for the future? And we’re not just talking about material:

work time, energy and shipping costs are all assuming absurd proportions. The price is high – ecologically and economically – so it is abundantly clear that we urgently need a change of course.

Flexibility as super power.

The solution? We need flexible spaces that can keep in step with the pace of our times. Architecture that is not set in stone but which can adapt to the space, target audience, budget or even unforeseen circumstances at any time, by growing, shrinking or relocating as the situation demands. Architecture that consists of elements that fit together like building blocks and that can be taken apart and reassembled again in a different way. Flexibility is not an option but a prerequisite of relevance. It not only saves resources and money, but makes systems more resilient and sustainable – it turns rigid shells into dynamic tools. But do we have the courage to let go of the reins? Can brands accept that the future is not hall-marked by oneness but by iteration?

And here’s the rub: To respond with true flexibility an extensive range of props is required – an investment that at first appears cost-intensive. But one that presents an opportunity: Why not loan, share or co-use systems instead of buying them

anew every time? Anyone embracing this approach not only questions old business models, but also unlocks new markets – in the process turning flexibility into a resource we all benefit from.

Modularity as the new measure of all things.

You might be tempted to ask a thoroughly justified question: Won't everything look the same then? By no means! Modularity is not the enemy of creativity, it is its catalyst. Diverse color and material combinations, different haptic surfaces as well as the integration of digital interfaces or light transform what appear to be plain modules into individual dynamic worlds of experience.

And yes, a system remains a system, and certain designs and extravagant bespoke solutions cannot be realized due to technical budget constraints: Organic shapes are difficult to reproduce and designers often have to adhere to fixed layouts. Yet these constraints give rise to a creative dynamic: Limitations make us tighten up our design and storyline and create bolder sets. Accepting those limitations enables us to achieve even more astonishing and original results. Modularity does not diminish expression, it enhances precision.

It is on manufacturers to ensure that modular systems become the rule rather than

the exception: They need to engineer their solutions so smartly and flexibly from a technological and design aspect that they not only work on a pragmatic level, but also unlock new horizons on an aesthetics level.

Future = system + soul.

The future does not lie in the choice between system and individuality, but in their fusion: systems ensure efficiency, reusability and sustainability while individuality creates an experience, an emotional appeal and relevance. This combination gives birth to a new generation of temporary spaces – living systems that move not freeze, and do not just tell stories once, but keep on inventing new sequels and infinite variations on a theme. Brands can therefore achieve a consistent global presence that allows for local nuances: the same modular system, different compositions.

The real innovation potential does not lie in the components, materials or the system itself, but in our attitude: In the recognition that temporary architecture is no longer a disposable item, but a strategic tool for sustainability, brand management and experience creation. Connect the three and you not only build temporary structures, but agile platforms for engagement, sharing and impact.

➤ **So let's create spaces built to last even though they are temporary.**

A large, bold quote in white text on a dark blue background. The background features a silhouette of a person walking away from the viewer, creating a sense of depth and movement. The quote is the central focus of the page.

**“Systems know
no limits.
Embrace their
simplicity
wholeheartedly
and discover
the most
amazing forms
of creative
freedom.”**

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