

Komet

20' x 20' Rental

Design Challenge:

To show the individuality of each of their brands while maintaining the look of their logo. Need to keep small product visible and easily seen.

Design Solution:

Design a booth with aluminum extrusion and blue sintra infills to retain the color and theme of the logo. Draw attention to the small parts by placing blown up images above actual product. Display product on thermoform counters and roll away carts for easy viewing. Position each product line on opposite sides of a marketing center containing a TV monitor, literature and meeting area. Place a greeting station at the front to maintain symmetry and allow for all products to be seen equally upon entering.



Designer: Mike Cavanaugh Distributor: Nimlok Chicago.



Client's Comments

"We were completely satisfied with the excellent service that Nimlok provided for us before, during, and after the IMTS show. It was reassuring to know that they were there working on behalf of Komet to create and display a booth that reflected both our goals and products as a company."

- Michael Herman, Director of Sales and Distribution, Komet of America, Inc.