

Scan Display and Zimbabwe telecoms giant take top Fair prize

Issued by [Scan Display](#)

14 May 2014

Econet Wireless Zimbabwe, one of the country's largest providers of telecommunications services, recently contracted Scan Display to build an eye-catching stand for the Zimbabwe International Trade Fair (ZITF). The result? A prestigious award, a delighted client and valuable skills transfer between the two countries.

Scan Display MD Justin Hawes said: "The Zimbabwe International Trade Fair is the largest in the country, and as this was the Fair's 55th edition, the telecommunications giant was eager to make a strong impact. We also wanted to show Econet, a new client, what we are capable of."

Scan Display's Port Elizabeth branch manager Alastair Stead oversees African business, so the stand was pre-manufactured in the Friendly City, flat-packed and transported by road. Despite a two-day wait at Beitbridge, it reached Bulawayo timeously and was installed on site with the assistance of three skilled Zimbabweans. The custom-built 480m² stand (the second largest in the hall, after the South African DTI exhibit), was finished with tension fabric light boxes and fabric graphics.

This is a versatile and cost-effective choice, said Hawes, as seamless fabric prints are complemented by easy-to-change, re-usable graphics. The system is enhanced with eye-catching, lit-up branding, achieved by using LED lighting to create a light box.

"We were awarded top stand in the Best Zimbabwean Exhibit: ICT Sector," said Hawes. "This was a great honour both for Scan Display, as a first time supplier, and for Econet, who were delighted. We'd also like to acknowledge the Zimbabwean staff whose help was invaluable - we were able to share skills between the teams. One member of the Zimbabwean team had just started a cabinet-making enterprise and we were able to empower him with additional knowledge and skills."

Scan Display's Port Elizabeth branch works with numerous companies in this coastal hub that require design input and manufacturing services for exhibitions, events and displays taking place in the city, other South African centres and overseas.

Stead has worked as a project manager on numerous events, including the South African Automotive Week (SAAW). He looked after Scan interests in the Eastern Cape for nine years before joining the team full time in 2011.

Contact: www.scandisplay.co.za

Zoe Broad, Scan Display Marketing Manager | zoe@scandisplay.co.za | tel +27 11 447 4777 | mobile +27 83 568 9819

Alastair Stead, Scan Display PE Branch Manager | alastair@scandisplayec.co.za | mobile +27 73 236 6618



[click to enlarge](#)



[click to enlarge](#)

° **The backlit fabric lightbox revolutionises displays** 20 Mar 2024

° **Scan Display wins South African exhibition industry awards** 12 Feb 2024

▪ **Scan Display and its MD win SAACI awards** 25 Aug 2023

▪ **Exhibition and event trends identified at Germany's EuroShop 2023** 29 Mar 2023

▪ **Scan Display up and running after Cape Town fire** 9 Jan 2023

[Scan Display](#)



Scan Display is a leader in the African exhibition, events and display industries, specialising in award-winning exhibition stands, exhibition and event infrastructure, mall activations and display products.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>