

For new ideas, prizes and Bubble Tea visit Scan Display at Markex

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Earlier this year Scan Display sent a team of nine staff members to Euroshop 2014, the world's largest retail trade show. Euroshop takes place in Düsseldorf, Germany every three years and showcases the latest exhibition and display trends from around the world.

Scan Display has incorporated some of the Euroshop 2014 trends into its stand for next week's Markex Jhb show:



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- The majority of the stand will have a natural wooden finish. This is in line with the trend of using natural, untreated and uncoated finishes.
- We are seeing the introduction of 'earthy' elements with driftwood, concrete and construction pallets being used on stands. On Scan's Markex stand, the iPads will be displayed on wooden logs.
- There will be limited printed marketing collateral on the stand. Instead Scan will be adopting the international trend of using audiovisual (AV) marketing material. There will be a variety of technology on the stand, including iPads, 32 inch touch screens and 40 inch LCD screens. Visitors will be able to view Scan Display's product range using this technology.
- Scan Display's stand will have no printed panels with graphics and text. The idea is for the above-mentioned AV to relay information about Scan and its products. Visitors will use the AV to gain access to a broader range of information than could be presented on graphics.

In line with the Euroshop trend of integrating social media on the stands, Scan will be running a competition where visitors can take a picture with a Scan Display team member and post it to Facebook or tweet it using the handle [#ScanMarkex2014](#). The person with the most shares and retweets will win a two-night stay for two at the Drakensberg Gardens Golf & Spa resort, courtesy of Gooderson Leisure. Every entrant will also qualify for the lucky draw for an iPad Mini.

Scan Display will be launching its latest portfolio in a new A5 format. As part of Scan's commitment to greening, the portfolio will be printed on Forest Stewardship Council (FSC) certified paper.

In conjunction with Grind Mobile Coffee, Scan will be serving complimentary beverages, including the latest craze in South Africa, Bubble Tea, and coffee.

You will find Scan Display at Stand A18, Hall 1, Sandton Convention Centre from 10 to 12 June 2014.

For more information, please contact:

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