

Saving time, money and the environment with reusable exhibition elements

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Constantly on the lookout for ways to create more sustainable exhibition stands, designers are incorporating products that can be reused and modified to suit any exhibition or event. This not only saves time and money, but also reduces the negative environmental impact associated with consistently building new structures from scratch.

Scan Display's Managing Director, Justin Hawes, says that designing and creating exhibition stands with reusable materials and products has been marked as a big trend in 2015: "We have seen an increase in demand for sustainable stand-builds from our clients. The introduction of our Modulbox units, the Mo5 units and the reusable Wing banner have all helped with these eco-friendly designs. The products are gaining in popularity for events, exhibitions and even pop-up activations."



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Hawes adds that it's also important that, when building new stands, companies consider local products in order to reduce the carbon emissions associated with transporting a product, and to support local businesses and build the South African exhibition industry.



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Scan Display's Wing banner was the first banner to be manufactured in South Africa and comes with a lifetime guarantee. It is reusable with no maintenance costs, making it a good investment.

The Modulbox and the Mo5 are also manufactured locally by Scan Display. Both of these reusable solutions can be easily branded, transported and set up. Clients can reuse their branding multiple times too, reducing costs. The Modulbox unit is cube-shaped with easily-branded side panels. It can be effortlessly moved to a variety of venues for a single activation. It can also be linked with other Modulbox units to create a larger structure.



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The Mo5 is a flat-packed unit that is ideal for use at events as a registration kiosk, as a pop-up retail store or for brand activations. Both the Modulbox and Mo5 can be used at indoor and outdoor events, offering greater versatility than conventional stands.

"Both of these solutions have proven their value over and over again for a variety of campaigns, and are great for clients who want to minimise the environmental impact of events," says Hawes.

"They're also ideal ways to save time, money and the effort of building a new stand or activation."

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