

## Gill Keinan

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**From:** Brett Ryan [Brett.Ryan@Sumitomo-chem.com.au]  
**Sent:** Tuesday, 5 August 2014 2:38 PM  
**To:** gill@nvp.com.au  
**Subject:** Feedback on NVP Stand

Hi Gill,

Happy to give feedback on what we have found with the display since we bought it.

**Versatility:** As we stated in the brief, we wanted to use the unit for the many different conferences / trade shows we attend. These vary in style and set up, so we needed the unit to confirm to different layouts. So far we have used in twice in a 8m x 3m L shape, twice in a 4m x 3m U shape and once as a 4m x 3m L. I know we could got to a 3m x 3m U without too much trouble as well. Each time it has performed well, and looked as though it had been custom designed for that layout. A little bit of forethought in the artwork for the sheet helped to make it more versatile.

After having assembled the unit a few times, we are comfortable in making it fit whatever dimensions we are confronted with. Initially we slavishly followed the instruction sheet for the layout, where now we have found that we have a feel for what is required and do it 'freehand'.

**Look:** The unit has been a great boost to our professional image at the customer trade shows. We, and many of our competitors, used the take a number of elements to make up our display. The fact that these events generally provide a standard layout for exhibition booths is a trap. It makes it easy to organise, but the finished result is often very tragic, and reflects poorly on the brand. We now specify no booth (where possible), or simple block out the booth walls with our stand. The result is a very clear indication of who we are and what our brand looks like. The way the unit holds the sheet tightly from the top and the bottom means that it gives a very clean and smooth look, even with an 8m span. Leaving space on the sheet to Velcro on poster boards means that we have used the display with a number of customers with entirely different portfolios, simply by changing the boards.

**Construction:** The unit is certainly high quality, and I think will prove to have a long service life. We will probably look at replacing the sheet this year, but only to refresh our image, it is still in perfect order. We haven't had an breakages or malfunctions with any of the components. Assembly was a little daunting prior to my first attempt, but following the instructions make it pretty easy, and the second time it was put together seemed like a breeze. We invested in a very significant case to transport the unit, and I think that was a wise move. It is safe and secure in the box, and (touch wood) has survived the freight companies. It also allows everything to be stored together so nothing is left behind.

Cheers,

**Brett Ryan**

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