



SHOWA • 30' X 40' • Custom Exhibit Build

I have been a loyal client for nearly ten years and, as a result, I have developed a close working relationship with the entire staff at Fusion Creative. Our company recently went through a global rebrand and Fusion Creative was instrumental in capturing all of our fresh brand elements into a 1st class booth design. It is my pleasure to recommend Fusion Creative to anyone that is searching for top-notch professional service, unmatched quality and remarkable design capabilities.

— Gilbert LeVerne, Jr.
Director of Marketing
SHOWA

SHOWA

Objective

Design and construct a custom exhibit to introduce SHOWA's rebranded name and corporate image during NSC 2014. It was vital that we craft a design solution which communicated their status as the leading manufacturer of hand protection products while demonstrating their new, innovative and forward-thinking approach.

Approach

Given multiple requirements for this booth, we chose to integrate a double-deck structure as the core element of its design. Its use permitted high identity atop the upper deck's conference area, created room for graphics on the lower level and allowed for an under-the-deck "green space" to promote SHOWA's environmental commitment. Its placement also permitted numerous custom-built glove displays to reside throughout the floor plan. The use of vibrant green and white lighting accents and logo treatments was strategic, as well, as they offered eye-catching aesthetic elements which helped draw attendees inward for a closer look.

The glove displays, themselves, provided a truly interactive experience as they allowed visitors to physically handle, test-fit and examine the products. These freestanding units promoted the various types of gloves SHOWA manufactures across multiple product categories, and their hands-on presentation featured eight (8) different samples suspended from a header cap with integrated retractable cabling. This unique means of display permitted visitors to

experience an enhanced level of interaction with SHOWA's gloves while ensuring a clean, simple—yet engaging—mode of product presentation.

The booth's "green space" was also critical as it highlighted SHOWA's eco-friendly alternatives to their competitors' gloves. To illustrate this, two (2) 3'W x 6'H shadowbox-style displays served as a visual representation of their Eco Best Technology®. Although both cases contained a mix of dirt and glove product, SHOWA's case clearly communicated the existence of decomposing material while the competitors' case featured gloves which appeared largely intact. Along with informative graphics and supporting video, these displays made an impactful statement about SHOWA's eco-consciousness as a company and its ability to deliver tangible, trendsetting solutions that will transform their industry and, ultimately, reduce negative environmental implications.

Results

The unveiling of SHOWA's new image and booth at NSC 2014 were met with overwhelming excitement, and Fusion's efforts were touted by Senior Management. By integrating the required functionality into an exhibit solution that captivated and inspired visitors, we successfully met SHOWA's needs for exhibition. However, the greater reward comes from the fact that our efforts have helped play a role in their evolution as a progressive industry leader—today, tomorrow and beyond.

