



Sidel Inc. • 80' X 110' • NPE 2006

*In my opinion, the best testament to Fusion's ability is when other exhibitors and booth designers come by my booth and ask who designed it. When they do, I'm proud to say we work with Fusion Creative.*

— Lynne McCabe  
Communications Coordinator  
Sidel Inc.

## SIDEL INC.

### Objective

Create a custom rental exhibit that confirms Sidel's leadership and mastery of plastic packaging solutions at the 2006 International Plastics Showcase. A specific focus on their liquid food bottling solutions and five (5) Product Brands was critical to the design, as well as space allocation for their machines to be displayed.

### Approach

To highlight Sidel's bottling solutions, the use of curved components, warm hues and color-rich graphics were symbolic elements critical to this design. And in order to achieve the objectives requested, it was necessary to creatively maximize floor space for booth components to permit sufficient room for product/equipment display. As a result, two (2) 20'H circular towers were used at the front and rear of the booth to draw attention to the space itself, and each prominently displayed the Product Brand names. This strategic application offered both physical dominance on the show floor as well as a gateway, of sorts, beckoning visitors through the booth's front tower. Centered inside the base of this tower, an 8' x 8' passageway possessed a warm, red glow which lured curious attendees inside to take a look. Once there, the use of translucent walls and curved structures literally conveyed the soft, flowing feel Sidel was seeking, while graphic content and product display areas demonstrated Sidel's

numerous packaging solutions. Most importantly, however, these elements were used in concert with compelling imagery, reception and hospitality areas, and multiple conference rooms to entice passers-by to enter and learn, first-hand, the merits and capabilities of Sidel and their equipment.

### Results

The successful execution of Sidel's objectives for NPE 2006 resulted in Fusion's award of their 79' x 170' booth design for Pack Expo 2006. Although the next application merited a new configuration, the Pack Expo booth retained a consistent look and feel to the NPE exhibit, and its additional success ultimately enabled Fusion to secure control of Sidel's tradeshow program.

