



Fusion's application of our needs and working within our constraints was exceptional. We are extremely pleased with the area and this has been from the highest levels of not only our zone but from our corporate office in France. The concept, the building and the completion are top notch.

— John E. Bryant
Customer Service & Training Manager
Sidel Inc.

Sidel Inc. • Showroom/Training Facility • Permanent Installation at North American HQ

SIDEL INC.

Objective

Construct a permanent showroom and training environment at Sidel's North American headquarters which featured replicas of some booth components seen at Pack Expo 2008. The area, itself, needed to be approximately 3,000 sq ft in size in order to accommodate the desired mix of Sidel's machinery, audio visual components, product display modules and corporate-based graphics and identity.

Approach

Since the Pack Expo 2008 booth configuration was a custom rental exhibit, it was necessary to rebuild the desired components to suit Sidel's permanent installation needs. Specifically, some display materials were constructed on a smaller, yet multiple, scale and in a slightly different manner than before as portability, weight and modularity were no longer a factor. In addition, numerous wall panels merited construction as they created the framework in which this facility would exist. The room, itself, was a portion of Sidel's warehouse that was transformed to accommodate this area, thus it needed to feature all the accoutrements one would expect to see in a permanent exhibit environment. As a result, it was necessary for Fusion to work closely with Sidel's implementation team to ensure their structural needs were met while also providing an inviting, user-friendly space for customer and prospect education.

Results

By integrating this permanent exhibit/training area into their workplace environment, Sidel has created a dedicated space for client and prospect education and product demonstration. This on-site facility is greatly beneficial in that it allows visitors to have a truly interactive, hands-on experience with Sidel's machinery and expert staff—one that is much broader in scope, and more informative, than what they might find on a tradeshow floor. By now having the ability to provide prospects with a more comprehensive sales approach (and ultimately, training solution for its customers), Sidel has further proven its commitment to their client and prospect base by offering enhanced pre-sale promotion and post-sale service/support throughout the entire product lifecycle.

