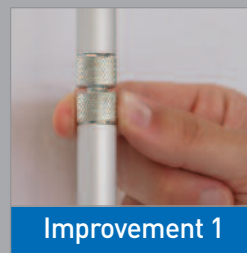
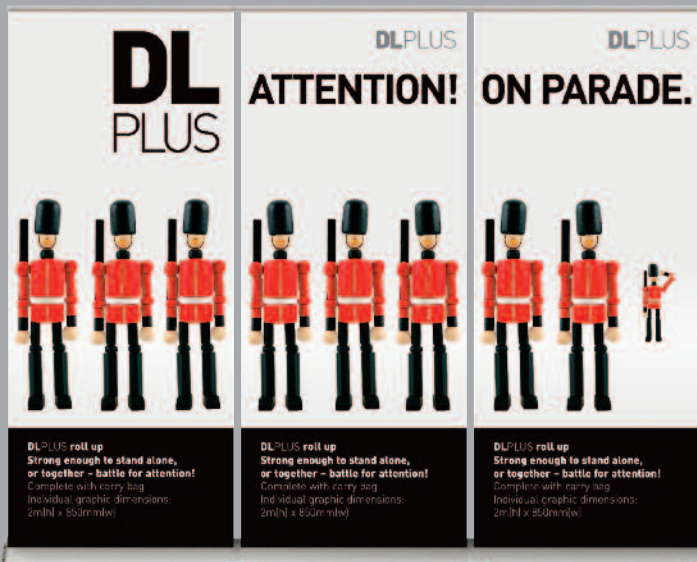


EUROREVIEW

Raising the standard across the range



When we launched our new DL PLUS range of connecting roll ups earlier this year, we had no idea just how much interest the system would generate. **And now we've gone and made it even better!**



Used in isolation, each freestanding roll up display provides an elegant, high-quality solution for graphic applications. The key feature of the product, though, is its patented connecting system which links the base cassettes and graphic hanging profiles to create a virtually continuous, and much more arresting, visual panorama.

Now, as part of our philosophy of continuous improvement, we've been working hard to refine the design of the range. The result? Users now have an even greater ability to fine tune their requirements with a single, high quality system.

The key enhancements we've made to our DLPLUS single sided linkable roll ups include a redesign of the upright bungee pole.

With a quick, fingertip adjustment of the locking device, a perfect presentation is guaranteed – especially effective when the DLPLUS roll up system is being used to link multiple graphic hanging profiles.

Our second improvement allows exact alignment of the graphics in a continuous display, thanks to our innovative new connector bar. A simple screw adjustment ensures precisely-positioned panels and a system that delivers robust yet elegant performance.

To learn more about the numerous applications of this highly popular system and the potential it offers your customers, please contact us now.

Royal success at UK's biggest display and graphics event

Holding a three-day Buckingham Palace garden party smack in the middle of a busy trade show was ambitious, even for us. But, judging by the number of visitors and orders generated at this year's Sign & Digital UK in Birmingham, we are more than pleased with the results.

Here at Eurostand we pride ourselves on having a creative approach to business. We're professional, but we also like to have fun into the bargain. Which is why, with our tongue firmly in our collective cheek, we conceived and delivered the royally-themed stand at the NEC.

"It was easy to find you – a four metre high mock-up of one of London's most famous landmarks isn't easy to miss."

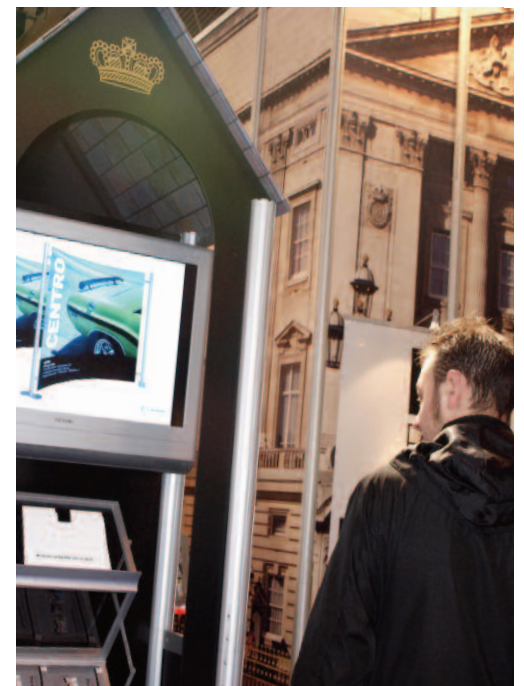
Bill Gallagher - Displays 4 Media

Replete with extensive lawned areas, sentry boxes and dancing Coldstream guards, the bustling stand was expertly manned by a suitably-attired Eurostand team. We were kept busy with a constant stream of visitors who were given updates on our products and service offering over a glass or two of champagne. We've always regarded our customers as being a class apart – our week in Birmingham most definitely proved this was the case.



"Hourly marching displays, brochures, flags and bucks fizz all added to the event's success."

Bill Gallagher - Displays 4 Media



Making a material difference with bamboo

We always listen intently to what our customers are saying. It's one of our hallmarks. One of the recurrent topics of conversation has been the increasing demand for more environmentally-friendly display systems.



To this end, we decided to actively set about developing products that recognised this trend. Our Planet range provides a greener alternative to conventional display systems. It is a high-quality portfolio of roll-ups, tension banner and literature display stands built to exacting standards using only renewable, high quality bamboo.

Our very own National Account Manager Sam Mooney says he has been hearing the voice of the green consumer growing ever-louder recently. 'There's definitely been an increase in the number of people consciously and deliberately seeking out

ethical options when making their consumer choices,' he says. 'With our Planet range, people get enormous satisfaction from being given the opportunity to choose products that align with their own ethical values.'

With the great majority of display products manufactured from materials such as aluminium, systems crafted from natural, renewable and recyclable materials are increasingly desirable as alternatives. Having long been recognised as an excellent manufacturing material in Asia, the enormous benefits of bamboo are now being realised globally.

The entire lifecycle of products in the Planet range is positive, says Sam: 'Sure, it is about producing products made from materials that come from

sustainable sources. But it is also important that when the products reach the end of their useful life, they are recyclable and, ultimately, biodegradable.'

Bamboo is quite a remarkable material. Crops are entirely sustainable and, unlike traditional hardwood, can be harvested every year without destroying forestry. The plant's shoots grow to maturity in only 4-6 years and so, as a crop, it is endlessly renewable.

Products within our Planet range are also protected with an eco-friendly lacquer coating to further enhance their natural look and feel. This coating has also passed rigorous testing under the REACH (Registration, Evaluation and Authorization of Chemicals)

regulations – the latest European Community regulation on chemicals and their safe use.

'Properly-treated bamboo is ideal for display products as it doesn't swell, shrink or mark in the manner of hardwood,' says Sam. 'It is also lightweight, durable and elegant. Plus, like all Eurostand Display's products, our Planet range comes with a five-year guarantee.'

Have your customers asked you about eco-friendly solutions? Talk to us now about giving them what they want.



Travel green



Green footprint



Water solution broadens appeal of Bowhead base

The Bowhead outdoor graphic display is available in three heights and, as our customers have discovered since its launch earlier this year, its applications are numerous – from outdoor public music events to car dealerships. Such versatility is not only provided by the high quality banner, hi-tensile aluminium pole and high quality build – the range is made all the more adaptable because of the wide range of bases available – there's a ground spike, a square base plate, a car wheel stand and a scissor stand.

The latest addition to these options is our new water-fillable base – just unfold the heavy duty bag and fill with water on site for a simple yet effective stabilising solution. After use the water is simply discarded and the base folded away. Simple, effortless portability – what could be easier?



Slick dealer support delivers free marketing boost

The last 12 months have seen Eurostand Display rolling out a whole raft of free initiatives designed to support and empower our trade customers. Among these is a scheme designed to exploit the vast commercial potential of the internet.

Products

Pop Ups Roll Ups ECO Friendly Displays Literature Presenters Banner Displays Outdoor Displays Modular Audio Visual

Pop Up Displays

Roll Up Displays

ECO Friendly Displays

Literature Presenters

Banner Displays

Outdoor Displays

Modular Displays

Audio Visual Displays

Click here to download **The Display Collection** brochure

More than ever before, an online presence is an essential ingredient for any business. We know that customers and prospects in our target markets increasingly use websites as a source of information gathering and product comparison, and that this in turn facilitates lead generation opportunities.

At www.onlinedisplay.co.uk we maintain a complete set of product-specific web pages that detail our entire portfolio including comprehensive technical specifications and full colour

photography. The clever bit is that these pages are unbranded and built to link seamlessly with our customers' own online presence.

We can have this invaluable content up and running in no time, and working to inform and influence the buying decisions of all those who browse them. Once linked and activated this free online resource not only allows 24/7 viewing of our entire product range, but also provides information on everything from literature holders to full-size modular display systems.

The system is currently helping to support the marketing and lead-generation campaigns of many Eurostand Display customers. Additionally, we will supply branded literature and price lists, tailored for individuals within our clients' sales teams in either hardcopy printed format, or high-quality digital pdfs for email communication.

Such initiatives demonstrate our determination to utilise imaginative ways to support our trade customers in the exhibition and display graphics sectors.

What's the real price of cheap stock?

Even in the midst of tough market conditions, 'think before you buy' is still central to our business philosophy. We think it's sound advice to all display hardware buyers.

Eurostand Display's National Accounts Manager Sam Mooney believes the issue of quality is key to all buying decisions. "It really depends on whether you're the type of person who 'makes do' and accepts the risks inherent in buying cheap goods," he says. "Or whether you recognise that by spending a little more to get peace of mind, improved performance and longevity you are actually being the smarter buyer".



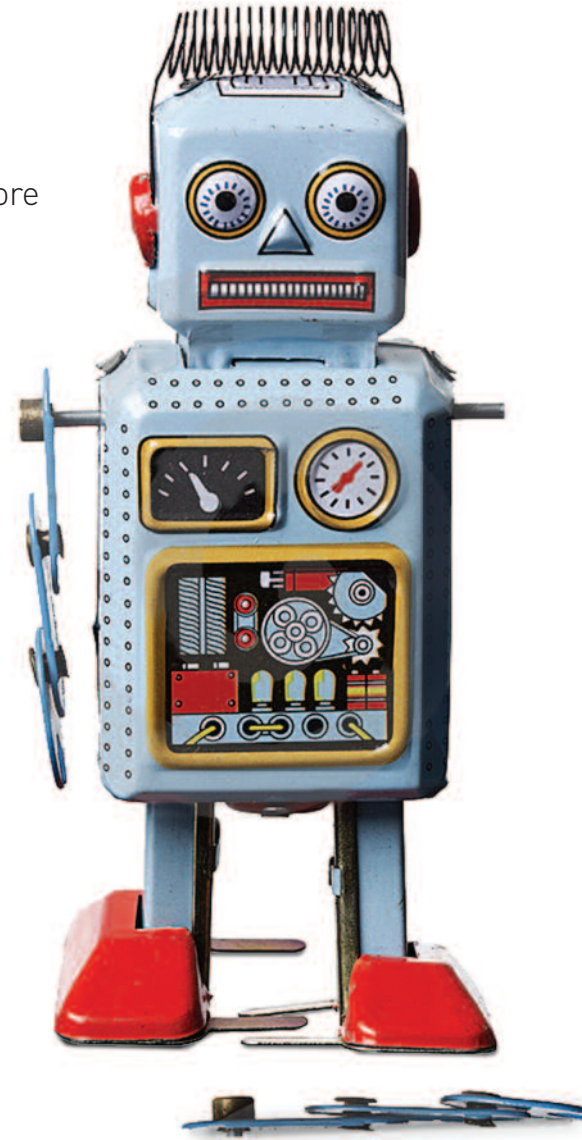
Here at Eurostand we're happy to defend our decision not to supply very low-end products in order to compete on price. So happy, in fact, that we've applied a 5 YEAR guarantee to our popular ST roll-up range.

"Very cheap goods are usually sold cheaply for a reason," Sam believes. "Often they have been fabricated at low cost, using low-grade components. People I speak to know very well the adage that 'you get what you pay for'. "This certainly applies with roll-ups."

Sam advocates a more considered approach to buying: 'The real economy is what you get for your investment. If you sell a lot of roll-ups to third parties, it's worth considering how many will find their way back to you. What would be the real price of units returned by disgruntled customers? Reduced profitability? Lost clients? An irreparably-damaged reputation?'

Eurostand Display's popular ST range has a lower than 0.1% failure rate. But this isn't the only differentiating feature. The ST's build quality also sets it apart from many competitor systems because it is engineered from a heavier gauge aluminium – compared to similar designs, it is up to 20% heavier.

The ST range is proof that high quality is available at lower cost when you know where to shop.



And with a smooth, reliable graphic retraction mechanism, the entire ST range is designed to perform over and over again. "If you take a moment to think ahead before you choose which roll-up to stock, you'll probably conclude that you simply can't afford to buy goods cheaply, on price alone," says Sam.

"you'll probably conclude that you simply can't afford to buy goods cheaply..."

Opportunity knocks with our audio visual graphics systems

When we added an integral large screen option into our best-selling Centro modular display system range last year we had no idea just how much of a buzz it would create among our customers. We've been amazed by the sheer range of opportunities our multimedia-based display systems have created.

With its contemporary design and anodised aluminium construction, Centro was always designed to bring elegance, durability and functionality to a display project. But when we incorporated large screen displays as an integral option, the system really did take on a life of its own. Dynamic content and audio capability suddenly opened up a world of potential for our customers and their projects.

Gaining and holding people's attention has always been the challenge facing designers of display systems. In terms of noticeability the

Centro Theatre system cleverly marries high resolution moving images, interactivity and sound with graphics that surround and reinforce the screen and audio content. The three media working in tandem are an extremely powerful combination in any situation.

At a time when every penny of marketing budgets is having to work harder, the Centro Theatre Systems add a persuasive dimension to static displays that can only enhance the noticeability and effectiveness of promotional campaigns.

The combination is entirely customisable to suit users' individual requirements and budgets. Applications that particularly benefit from this combination of static and dynamic media include trade shows, seminars, point-of-sale and showrooms.

The screen and graphic elements can be used as a stand-alone presentation, or be seamlessly integrated into a full-size Centro exhibition stand. Screen sizes between 23" and 42" can be incorporated into the system cleanly, simply and easily.



'Whether you choose Centro to enhance a trade show presence or add elegance to your seminar presentation, Centro is one of the most professional solutions available. Even better, it now incorporates audio as well as visual capabilities.'

Eurostand quality finds international spotlight

We're proud that our products regularly feature at high profile events. One recent example saw a large installation at a top level international conference on Afghan political strategy.



The London conference provided yet another prestige contract for visual display specialists, Identity, who used Eurostand systems to fantastic effect.

Such occasions not only require top notch organisation, but hardware that is utterly dependable and capable.

Working closely with the UK government's Foreign and Commonwealth Office, Identity created a distinctive visual feel for the conference by creating and deploying signage and branding throughout the venue, including stage sets.

Identity also played a key role project managing the construction and installation of the main conference arena, 30 internet workstations, cloakrooms and prayer rooms. It also fully dressed a temporary structure which housed 500 delegates.

At the heart of Identity's success was a comprehensive selection of Eurostand Display product systems. Solutions were drawn from all areas of our portfolio and design, manufacture and installation of all 476 signs took just five days!



Event highlights included:

Centro Curved for television interview back drops, **Centro 1** for way finder signage, **Pavement** and **A-Board** for the Media Centre and accreditation area, **POS** for all directional signage, **Centro 2** for room dividers and **POP UPS** within the delegate break out areas.



Effective use of Centro 3 with spacer bars to create striking visual displays and directional information

