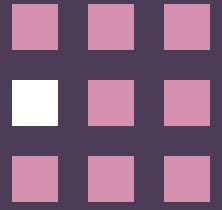


DATE: 2011

CLIENT: ASE Corporate Eyecare

STAND: 3 x 3 corner stand

case study



>> The ASE Optrafair stand



>> The simple graphic used on one of the walls



>> Two boxes of Shell-Clad fixings and one for the fabric graphics

SHELL SCHEME CLADDING WITH FABRICLAD (FABRIC GRAPHICS)

To satisfy the trend for single sheet printed fabric graphics at exhibitions, we have developed our own system called Fabriclad. Unlike other systems that necessitate the pre-building of a framework onto which you then attach your fabric, Fabriclad is applied directly to your shell scheme using Shell-Clad.

ASE Corporate Eyecare came to us wanting stand graphics that had to be simple to both transport and install.

Our design brief was to produce a striking stand. The only collateral we had at our disposal were some quirky black and white illustrations that they had previously commissioned for a brochure.

Their stand was a 3m x 3m corner stand and they also liked the idea of a sub-30 minute installation!

Our solution was to first enhance their illustrations through anti-pixelisation software and to then integrate them into colourful background colours and so create a stand design that was guaranteed to catch the eye of roaming opticians at Optrafair.

These stand graphics (two drops in total) delivered 14.4 sqm of wall coverage (compared to the 6.5 sqm offered by a standard 3 x 3 pop-up) and, more importantly, successfully elevated ASE Corporate Eyecare from the ranks of corporate supplier to high visibility professional eyecare establishment operating within the corporate sector! Furthermore the company's team of two was able to install their graphics in under half an hour...

The complete system packed away into just one small box (fabric graphics and handheld de-crease steamer) and two boxes of Shell-Clad. This was then transported to and from the show in a saloon car and delivered to the stand as "hand luggage". Job done!

Watch an installation!

If in you are in any doubt as to the simplicity of this system, just visit YouTube and search for "Shell-Clad installation. Working with fabric".

For further details please contact the Shell-Clad sales office on 01825 750 699 or email them at impact@shell-clad.com