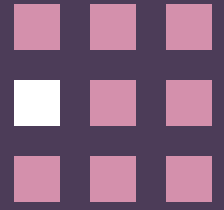


DATE: 2010
CLIENT: CRAZY:BAGS
STAND: Various configurations

case study



>> Crazy:Bags before



>> Crazy:Bags after



>> Crazy:Bags design detail

SHELL SCHEME CLADDING WITH MAGICLAD ROLL PANELS

The majority of Shell-Clad stands we build feature Magiclad roll panels such as this stand for the highly successful promotional carrier bag company Crazy:Bags.

Our brief was to design and produce a striking stand... but we had no collateral available to us other than a quantity of carrier bag pack shots.

Furthermore, the stand had to work as a 4m x 2m corner stand (as shown), a 3m x 3m corner stand and also a 4m x 2m in-line stand (two side walls).

Our solution was to create an eye catching wall paper display by encapsulating all the various carrier bag pack shots within a checker board of vibrant colours. The result was very effective and it did its job... ie to STOP people at the stand so that the Crazy:Bag team could engage them in meaningful conversation (aka qualifying questions).

This set of stand graphics (six panels 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, differentiated Crazy:Bags from all those around them.

The complete system packed away into just two tubes, was transported to and from the show on the back seat of family saloon car and took less than two hours to install. It will be good for 20 or 30 shows.

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. Time lapse magic."

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

