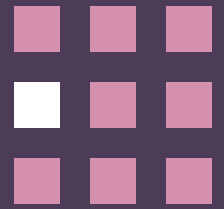


»» A brief summary of Shell-Clad's products and services



We clad shell schemes with high impact seamless graphics using our unique, patented Shell-Clad graphics system. The advantage of this is that your stand looks very significantly better than a standard shell scheme. This enhances awareness, increases footfall and leads to more enquiries (see paragraph on stand design).

The Fabriclad system

The Fabriclad system uses a combination of Shell-Clad clips and printed fabric banners to clad your stand with seamless graphics. A typical 4m x 3m stand would take half an hour to install and everything packs into a box or suitcase for maximum convenience.



No specific skill is required to install a Fabriclad stand. Simply slot your Shell-Clad clips into the shell scheme poles and then attach

your fabric panels (usually one per wall) to your Shell-Clad. Full instructions complete with a stand plan are supplied and we even provide you with a small hand-held steamer to remove stubborn creases. This is a genuine exhibition-in-a-suitcase package and by far the easiest fabric system on the market today. Ideal for overseas exhibitors and for all those looking for a simple but striking exhibition solution.



The Magiclad system

The Magiclad system uses a combination of Shell-Clad clips and printed roll panels to clad

your stand with seamless graphics. A typical 4m x 3m stand would take between one and two hours to install and everything packs into tubes (panels) and small boxes (Shell-Clad). Importantly this packaging will fit on the back seat of a family car, so it is easy to transport and carry; ie no van hire! The skill set required is similar to wall papering with a smattering of basic DIY. Simply slot your Shell-Clad clips into place and then attach your graphic panels to these clips being careful to align images and words. The advantage of individual panels is that the system is modular in that you can add panels, exchange panels and/or change the format/shape of your stand. Full instructions are supplied complete with a stand plan and hints and tips on hanging your panels. Razor sharp print enables you to create stunning graphics that, if cared for, will last for years.

The Shell-Clad design studio

Exhibition stand design is all about creating IMPACT. If your stand is boring, show visitors will pass you by. If your stand is eye catching, they will stop and look, giving you an opportunity to engage them in conversation. As a result, it is essential that your stand is designed by someone with relevant exhibition stand design experience. If in any doubt, please talk to us as stand design is our business.

Shell-Clad accessories

We offer a wide range of stand accessories that includes sales plinths, flooring, lighting, graphics cases, pop-ups, roller banners and bespoke build extras such as integral display cabinets etc.

And finally...

PLANNING! Try not to leave your exhibition planning to the last minute as an exhibition is a significant investment and deserves some serious effort. Start thinking about your show well in advance... and your show presence will benefit from your forethought. Leave it to the last minute and you will probably have to cut corners... and your show presence will suffer. And that would be a real shame!

»» **IMPACT = FOOTFALL = ENQUIRIES x STRATEGY = SALES**

