



CASE STUDY

Lesa Systems

The task

Lesa Systems brief to Exhibit Group was simple. They wanted a high impact stand that was easily transportable as it would be sent overseas. It had to be portable and easy to assemble.

Exhibit Group solution

Working with Lesa Systems and listening to their concerns, Exhibit Group produced a customised solution made up of Octanorm displays and a range of hard and soft panels - and the entire stand fits into two portable show cases.

“The fact that the stand fits into two cases makes it very easy to travel with, and the set-up/break down is easy.”

Carl Wickins,
Lesa Systems

Client comments

According to Carl Wickins of Lesa Systems, Exhibit Group made a real difference. “They understood what we wanted and the word ‘No’ was never part of the equation”.

“Our previous stand really lacked impact and was never what we’d asked for. Our experience with our previous design company had been painful as we’d been given inconsistent information, dealt with inexperienced staff, and basically they failed to deliver.”

“After being let down by this other company, the team at Exhibit Group delivered a solution to us that was right on brief, coupled with a professional approach and work ethic.”

Outcomes

After attending the Concrete Institute of Australia tradeshow with their new Exhibit Group display, Lesa Systems are soon attending the World of Concrete tradeshow in the US. “We are extremely satisfied with our new stand and know we are making an impact.”

The stand is impressive when it is all set-up (which Lesa Systems does easily), but surprisingly small when packed down – it fits into two portable show cases which are very durable and on wheels. “The fact that the stand fits into two cases makes it very easy to travel with, and the set-up/break down is easy.”

Another positive is the stand paid for itself in two shows compared with previous efforts. “We are now working with a trusted supplier and what had been difficult has become easy for us to do.”

Exhibit Group 

a visual advantage...

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