



## CASE STUDY

# Bobux International

### The task

Bobux products are sold in 30 countries throughout Europe, Asia, the United States, Canada and the Pacific. The company needed a display solution that would generate results at the key European trade shows attended by Bobux's distributors.

### Exhibit Group solution

Two Nomadic Display stands, of modular design, which remain based in the UK and Holland. Bobux distributors use an on-line booking system to schedule the stands for their shows.

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Chris Bennett,  
**Bobux International**

## Client comments

According to Bobux Director, Chris Bennett, the DesignLine solution was the obvious choice. “We wanted something that was light, easy to erect, and that didn't require specialist installers. It also had to be easy to transport, and a modular design that could be reconfigured to suit the type of show.”

## Outcomes

Since investing in their DesignLine products, Bobux distributors exhibit at 8–10 different trade shows a year. “The trade shows in Europe are key events for Bobux because that's where a lot of the buying is done,” says Chris. “We're generating good sales from these shows, particularly in places like the UK and Western Europe.”

The look of the stand also reflects the quality of Bobux's brand values. “Many visitors comment on the professional, clean look of our stand,” says Chris. “The overall design is compatible with our own brand values—it looks smart and up to the minute. And we have a consistent look that reinforces our brand wherever we go.”

Another benefit of having a DesignLine display is that Nomadic agents provide 24/7 assistance, upon request, anywhere in the world. “We go to trade shows with a greater level of confidence,” says Chris. “We're proud of our stand, we know it looks good—and it makes the decision-making process easy for our distributors.”

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