

JamesHardie produces building materials and had exhibited at Eco-build prior to working with Exhibit3Sixty. As experienced exhibitors JamesHardie, who were previously using a French contractor decided they needed 'more' from a contractor and sought to select a contractor based in the U.K. JamesHardie were initially put in contact with Exhibit3Sixty via a recommendation from Stuart Dacre of UBM Ltd (UBM is a Global live media communications agency).

JamesHardie had a very detailed brief and a large range of building products to be displayed. Their brief also detailed more usual requests such as a meeting room and TV screens. A way of displaying a large amount of imagery was also requested but in a way that would not interfere and reduce space for the product displays. Interestingly the brief made no mention of brand continuity with their corporate image. The budget was also a point of concern for the client.

Exhibit3Sixty's approach at tackling the brief was to understand what the company was and get a feel for the clients products. Through this a far more coherent design solution could be achieved. By researching the company an understanding of the client corporate image was developed that would ultimately be attributed to the design Proposals.



It was decided that due to the clients concerns of budget two design proposals would be presented, a custom build option and a Modular option. This was a very pleasing aspect that the client appreciated very much. Both stand concepts were designed around the products to be displayed. Due to the large amount of wall space required to achieve this the designs featured freestanding display walls that created small islands that stand visitors could walk around.

By creating wall space for displays the request for imagery to be displayed was achieved by elevating the images to the fascia of the stand.

With the Modular option to help define the Images and the company logo a green separating panel was placed between the main wall and fascia containing the Images. This created a strong design feature that would represent the major brand colour of JamesHardie. It also created a strong aesthetic feature that the client ultimately valued. This is an example of how Exhibit3Sixty work 'through' the brief to find additional areas that can be of a benefit to the clients needs.



Various 'amendments' were presented with both design build options still in consideration by the client. The experience of Exhibit3Sixty's understanding of the advantages and disadvantages of the various build options allowed for concise information to be passed to the client thus giving the 'needed information' required for an informed decision on what build option to select.

Both build options were within the clients budget and unusually the client opted for the modular option as their choice of build. The client stating that the modular option gave a better representation of their brand. This was not a point requested in the brief and highlights the ability that Exhibit3Sixty has in helping guide clients to select a stand design that has true 'value' to the clients need, this factor becomes much more noteworthy considering the client was an experienced exhibitor.

The continued development of the design was a relatively simple process as much of the detail was covered in the extensive earlier conceptual work. The main issues were changes to displays as the client frequently opted to alter display products to meet the new design space created. The Exhibit3Sixty project management team worked closely with the client to minimise disruption to the chosen design layout and to keep the development moving forward. During the development the client decided to include a fully featured 'floor product'. As the design was virtually complete at this stage Exhibit3Sixty's project management team consulted with the design team to present size and location options for the 'flooring' product. The client was then presented with a suitable solution to present their product.



The ability of the Exhibit3Sixty project management and design teams to continually and adapt to changing requirements from Clients shows a strong quality of 'exhibiting' understanding needs. This ability no doubt benefits the clients and creates much more opportunity to allow their event to fulfil their marketing needs as highlighted with the JamesHardie request.

The Build teams of Exhibit3Sixty have experience of both modular and custom build construction techniques so installing the JamesHardie modular stand was handled very quickly and efficiently. The efficiency shown by the build team 'on-site' gave the client more time for their teams to install the multitude of display products. This efficiency allowed the client a more relaxing time to prepare for the opening of the event.





From: Jaccmien Klap [mailto:Jaccmien.Klap@jameshardie.com]
Sent: 15 March 2013 11:15
To: andy@exhibit3sixty.co.uk
Subject: Ecobuild 2013 stand

Hi Andy,

I would be more than happy to give a testimonial of your company's work at Ecobuild. To begin, your company was recommended to me by Stuart Dacre of UBM Ltd. We had exhibited at Ecobuild 2 years previous but had used a French supplier and wanted this year to appoint a local contractor who had experience of Ecobuild. We chose to work with your company on, firstly your enthusiasm to produce a successful stand and secondly, your wealth of experience producing stands at Ecobuild. It was a concern that our suggested requirements were too intricate to be fully realized but through the various stages of the stand design process you managed to fulfil all our intended goals. Your further input on the suggesting of different build materials enabled our budget to be met. Arriving on-site the stand, as you indicated was complete, this is something we had not experienced before and allowed our 6 members of staff to prepare fully for the event. Your professionalism throughout the process was always exceptional. It was a pleasure working with you and your company. I would be very confident in recommending your company to others.

Regards

Kind regards
 Jaccmien
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We consider the JamesHardie stand design and build experience an example of how we work and deliver event solutions to our clients. Our reputation is paramount and we work tirelessly to achieve the very pleasing results we often encounter thus reinforcing our already exceptional reputation.

The Experience and dedication shown by the staff at Exhibit3Sixty are something we are extremely proud of and comments from the client as above validate our dedication to the success we see our clients achieving at their various events.