

# The Modulbox faces up to the Cape of Storms and wins

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Scan Display's mobile exhibition system, the Modulbox, recently proved its outdoor versatility and stability when it withstood Cape Town's notorious gale force Southwester on Camps Bay beach. This promotion was part of an extensive national roadshow which saw the Modulbox placed in various locations around Durban, Plettenburg Bay, St Francis Bay, and Knynsa.



Justin Hawes, MD of Scan Display says, "The speed of set up was impressive as was the ease with which the unit could be lifted onto a tricky location like a beach. Another characteristic of the Modulbox which impressed the client was re-usability of the box. The same customised box was used in seven locations in Cape Town and in several other cities making it a very cost-effective way to take a brand to a wide variety of audiences across a broad geographical area."



The Modulbox is a modular, portable 'stand in a box' which is custom designed to a client's specifications. Scan Display, in partnership with Modulbox Germany, manufactures this innovative system locally. This allows Scan to keep the price down while clients still benefit from cutting-edge German design.

"This promotion once again demonstrated the Modulbox's superiority over other outdoor promotional spaces such as gazebos and shelters, when the stand stood true and proud in the face of winds of up to 50km per hour. It also demonstrated the Modulbox's quick-set up time, versatility and re-usability," concludes Hawes.

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