

Scan Display makes it two in a row at Markex Cape

Scan Display Solutions was delighted to win first prize in the Large Stand category at Markex Cape, for the second consecutive year. This win comes soon after Scan's success at Markex Gauteng in June 2005, where the exhibition and display specialist also won the Large Stand award.

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Scan's Cape-based exhibition architect, Paul Hugo, was responsible for the design of the Johannesburg and Cape Town stands. In both cases, his brief from management was simply, "To create a winning stand." The rest was left up to him. The result was two fresh and innovative designs which both successfully achieved the brief.

At Markex Cape, Paul stuck to the Johannesburg stand's theme in terms of height, light and colour, using the same turquoise blue and orange graphics. The Cape stand added Spiders, a new product in the company's Unibox range, which were used to attach disks to the framework.

The slightly bigger space in Cape Town allowed the team to create a storage area at the back of the stand, whereas in Johannesburg a storage facility was accommodated under the floor. The Cape's 9½ metre high structure also included a number of areas for Scan's sales team to meet with visitors.

Scan Cape Town's General Manager, Gary Van Der Watt, says he sees the stand as a benchmark for his team's stands in the coming year: "Markex Cape 2005 provided exhibitors with a window into our capabilities, and clients can expect stands with this level of innovation from the Cape Town team."

Gary is delighted with Markex Cape 2005's outcome. A continuous stream of interested visitors to the show has generated excellent leads. Since the show's close, Scan Cape Town has been busy submitting proposals for a number of new projects.

Scan Display Solutions has been making its mark in Cape Town since the opening of its Cape Town office in 2002. The company's profile has recently been elevated by the work it is doing for two of Cape Town's strongest promoters: Wesgro, the official Trade & Investment Promotion Agency of the Western Cape; and Cape Town Routes Unlimited (CTRU).

Scan is one of the few members of the South African exhibition and display industry with a nationwide infrastructure. Its Durban and Cape Town branches mean that it has resources on tap to serve the KwaZulu-Natal and Western Cape regions.

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Scan Display is a leader in the African exhibition, events and display industries, specialising in award-winning exhibition stands, exhibition and event infrastructure, mall activations and display products.

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