

Source:
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HIDDEN WORLD OF ADVANCED SUBSTRATES REVEALED

Alcan Baltek presents light but strong space-age materials made of aluminum, paper, plastics and balsa wood as a marketing move.

For fast results to energize the marketing power of their multiple brands, Alcan Baltek chose to do it at the core trade shows of their industry. To close the exhibit gap with their closest competition Dimensional Communications was commissioned to create a new exhibit with clear directive: A freestanding ground-up design to eliminate rigging. Open, light and visually multi-faceted structure to expose the main brand 'Alcan' and the sub-brands 'Baltek' and 'Airex'. Their products are hidden all around us as substrates and covert lightweight structures. The focus was changed from displaying material samples only to photos of the finished products from cars, trucks and boats to wind turbines mounted on their products.

Client: Alcan Baltek
Project: Trade Show Exhibit
Location: Various
Design: Dimensional Communications Inc.
Total Floor Space: From 20x20 to 30x30 sq. ft.

Photo attachment on page 2

Dimensional Communications Inc. creates visitor experiences - trade shows, retail displays, museum exhibits, corporate interiors - that help our clients connect more productively with their customers.

These are high-impact moments that can only happen in immersive environments. With our full-service process, we make memorable customer experiences while making the client experience unexpectedly satisfying and cost-effective.



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