

Case study

Krones AG: 8,000 Square Meters of Brand Experience

Taunusstein/Frankfurt on the Main, September 2009. At drinktec 2009, the international trade show for beverage and liquid food technology, Expotechnik Group realized a special major project for its customer Krones AG. The objective was to design and build an entire exhibition hall under the banner of the brand. The presentation was based on an individual exhibition concept for the company developed by Expotechnik Group, one of the leading service providers for three-dimensional brand presentation.

Task and objective

Krones AG is the most important manufacturer and service provider in the fields of process, filling and packaging technology. The company disposes of all technological solutions to ensure the high quality of beverages and food. In addition, Krones considers all types of material flows, and always implements the ideal procedure for each operation. The innovative solutions of Krones AG are always a success and the company itself is a strong partner. This was to be demonstrated with an outstanding trade show presentation. Moreover, the task was to allow the brand to be experienced, and to stage Krones AG's development from a company exclusively specialized in mechanical engineering to a service-oriented system provider. In addition to extensive machine lines and complex production lines, it was especially the great variety of specific services which was to be illustrated and explained. At drinktec 2009, the company had an entire exhibition hall with an overall exhibition area of 8,000 square meters. Another challenge of this major project was to integrate the worldwide sales network covering different countries into the booth design and to structure the hall to help visitors from all over the world find their way easily.

Execution

The intention of the exhibition concept designed by Expotechnik was to position Krones AG as industry and technology leader of the beverage industry. Technical details and background information were presented in a vivid and friendly atmosphere, whereby the brand was emotionalized. Due to the enormous booth size, it was necessary to structure the individual presentations in a both meaningful and brand-compliant way. Flexible wall systems formed individual elliptical rooms on an area of 8,000 square meters. These rooms provided enough space for clearly organized subject-specific information points.

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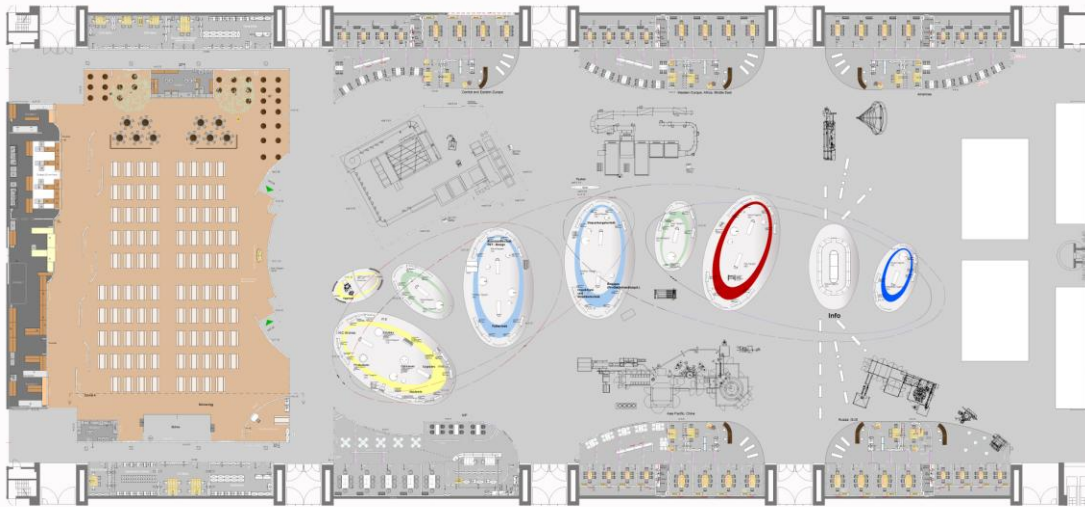


Figure: Layout of the Krones AG trade show booth, drinktec 2009, idea & execution by Expotechnik Group

Furthermore, the wall systems integrated the technical exhibits into a gentle and soft overall picture and created surprising viewing perspectives on the individual areas. Round and wave-like shapes led to a flowing, dynamic appearance. The subject-specific information points lined the room like pearls on a string. They connected the individual areas and co-exhibitors, structured the vast exhibition hall, and added a dynamic and lively element to the presentation. At the same time they formed the connection between the individual country areas.



Photos: Krones AG trade show booth, drinktec 2009, idea & execution by Expotechnik Group

Huge photographs, printed banners, and lounge furniture in the communication areas supported the approach of using soft elements to present the rather clinical and cold-looking technology in an emotional way. A clear language of shapes coupled with functional esthetics conveyed innovation and reliability of technology.

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Expanded voluminous textile structures arranged above the individual presentation areas united the overall exhibition area under the brand roof of Krones AG: The company slogan “We do more” was captured on the wave-like ceiling components and hovered above the entire booth as the motto inside a circle that stood for the holistic approach.



Everything evolved out of the Krones brand. Inside the concept, the partners of Krones AG were presented as co-exhibitors within a framework design which clearly showed their special status and still left enough space for the individual appearance of the companies.

“The exhibition concept meets a very high design standard and was particularly striking due to its clear language of shapes. The technical focus was given a physical appearance in an ideal way through round and flowing elements symbolizing the fluid matter, and it was presented with an emotional approach,” says Patrick O. Soschinski, Managing Partner of the Expotechnik Group.

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Results

The individual concept development and implementation resulted in an exhibition landscape which was, due to its size, both outstanding and impressive. The booth attracted many visitors. Many promising and interesting discussions took place here and new contacts were established. Goods results could be achieved both in terms of business and from a communicative point of view. The brand messages were received as convincing and credible. Expotechnik succeeded in creating a market-specific, yet uniform brand appearance in a consistently high quality irrespective of location and floor space. Drinktec 2009 was a complete success for Krones AG.

When it comes to trade show presentations, Krones AG has been relying on Expotechnik since many years now. "We appreciate the professionalism and flexibility of the Expotechnik Group. Unexpected challenges are faced both creatively and efficiently. Our individual interests and wishes are always the main focus," confirms Hermann Graf zu Castell-Rüdenhausen, Head of Corporate Communications at Krones AG.

About EXPOTECHNIK Group

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of eight independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Krones and Phonak. Alexander D. Soschinski and Patrick O. Soschinski jointly manage Expotechnik Group as Managing Partners.

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