

30.01.2023

FOTOBODEN™ & JOKA ensure a lasting impression with the largest area at the EuroShop 2023 trade fair

Kaarst/Kassel. FOTOBODEN™ & JOKA will leave a particularly lasting impression at the EuroShop 2023 in Düsseldorf. On a total area of over 2,000 m², the individually and custom printed vinyl floor will be laid in the exhibition halls from February 26th to March 2nd, 2023, as part of the leading trade fair for the retail industry. At two entrances the international trade visitors are welcomed with the big key visual of the trade fair on the high-quality vinyl floor, which FOTOBODEN™ - a product of Visuals United AG based in Kaarst - has especially printed with it.

Visitors can also see, feel and experience the creative vinyl floor at the FOTOBODEN™ & JOKA booth and at the booths of numerous other exhibitors from the areas of shop fitting and fittings, store design, sales promotion, POS marketing, information and security technology.

"In line with our this year's EuroShop motto WE MAKE THE WORLD SPECIAL, we are presenting ourselves at Stand B12 in Hall 13 for the first time this year as a young part of the Jordan Group, which is internationally successful with its JOKA brand," says General Manager Mischa-Ron Ferenschild-Baetzel. The Jordan Group is one of the leading suppliers of floor coverings, doors, wood, wood-based materials, sun protection and fabrics for the residential and commercial sectors in Central Europe. As a creative icing on the cake, FOTOBODEN™ is the perfect partner for additional use at trade fairs and events. "Together with JOKA, we are presenting the complete range of our products, especially in relation to the topic of sustainability," says Mischa-Ron Ferenschild-Baetzel.

The numerous areas of FOTOBODEN™ at the EuroShop impressively prove once again how easy it is to sustainably inspire visitors and customers with creative and modern designs. Together with JOKA a new rolled product was developed which, with a ten-year guarantee, provides the sustainability aspect through reuse at trade fairs and events or long-term use in the object sector.

The concept of sustainability - ecological, economical, but also social - is one of the great challenges of our time, which FOTOBODEN™ has been facing for ten years. At Jordan, people and nature have been at the center of the company philosophy for

Seite 1 von 2

PRESSEKONTAKT:

Silke Hüsgen
Fon: +49 (0) 2131 53 213 – 47
Mail: presse@fotoboden.de / www.fotoboden.de

visuals united ag
An der Gumpgesbrücke 26
41564 Kaarst - Germany

PRESSEMITTEILUNG

over 100 years. The family company takes its social and ecological responsibility very seriously, also towards future generations, at various levels.

In line with the topic of sustainability, FOTOBODEN™ welcomes the audience on the Expo & Event Stage on Monday, February 27, at 11 a.m. with the magical approach of how exhibition stands can be designed sustainably with, among other things, recyclable vinyl flooring. On Thursday, March 2, at 11:00 a.m., General Manager Mischa-Ron Ferenschild-Baetzel, together with the School for Color and Design, will bring the social aspect of sustainability closer to young people in the event industry.

On Tuesday, February 28, FOTOBODEN™ celebrates its tenth birthday at its booth B12. Under the motto "We make the world special", the birthday location was designed together with mikado messedesign international GmbH using a breathtaking stand concept. The focus is on the exciting world of FOTOBODEN™ and JOKA.

The two large areas that will catch the eye of visitors in Hall 13 right next door due to the FOTOBODEN™ design will provide another, particularly lasting feeling at the trade fair. There, Germany's unique competence center for color technology and interior design presents itself with the technical school for advertising design Stuttgart on site with its "Room4Senses". One sense is made tangible in every room. In this way, interested visitors can experience how the sensory impressions work in the sales room and in marketing.

After the trade fair is before the trade fair: That is why FOTOBODEN™ will also be offering all its EuroShop customers recycling of the floor covering that was individually manufactured for the trade fair in 2023. This is how a floor that can be printed individually is created from FOTOBODEN™: An exemplary material cycle, which in the trade fair world with its short-term planned usage times should be a small but efficient step towards the future.

Seite 2 von 2

PRESSEKONTAKT:

Silke Hüsgen
Fon: +49 (0) 2131 53 213 – 47
Mail: presse@fotoboden.de / www.fotoboden.de

visuals united ag
An der Gumpgesbrücke 26
41564 Kaarst - Germany