

30 January 2020

FOTOBODEN™ boasts biggest exhibition space at EuroShop 2020: Lasting impressions in store design, at the POS and trade fairs

Kaarst. Once again there will be no avoiding FOTOBODEN™ at EuroShop – The World’s No. 1 Retail Trade Fair, to be held at the Düsseldorf exhibition centre from 16 to 20 February. This is also because the Kaarst-based company will once again occupy the largest area at this trade fair: FOTOBODEN™ will be installed on over 2,000m², not only at the company’s own two stands but also at various partner stands and numerous other special areas at Messe Düsseldorf. Its first “appearance” already features at the two entrance concourses where visitors are welcomed by the trade fair’s giant key visual – custom-printed, of course, with photorealistic precision on the printable vinyl flooring. And two lecture areas of the trade fair – the “Expo+Event Stage” as well as the “Store Design Stage” – will also become real eye-catchers thanks to FOTOBODEN™.

This makes it perfectly clear: FOTOBODEN™ presents itself at EuroShop as *the* “allrounder” for retail, contract floors, trade fairs and events. All areas demonstrate impressively how easy it is to pull bigger crowds to exhibition stands and create a lasting impression with creative and ever-changing designs. What works at trade fairs naturally also holds true for many other applications for vinyl flooring. The material has now also been developed further for long-term usage and will be presented at EuroShop for the first time in a contract quality with up to 15 years warranty. After all – even though the creative freedom is endless and ever so versatile ranging from concrete and tiling looks to graphic patterns – one thing always stays the same: “We offer our customers an outstanding visualisation of their own, personal dream design,” says Timo Michalik, Member of the Board at Visuals united ag and inventor of FOTOBODEN™. He adds: “This is the only way to capture people’s imagination with the company’s storytelling already from a distance and to increase footfall sustainably. This works in a busy exhibition hall just as well as it does in retail or at events.”

Visitors can convince themselves of this at the FOTOBODEN™ stand in Hall 11, E23. This year will see not only the changeable concept flooring but also a surprising symbiosis of air and floor – stop by and be enchanted. The full picture is also painted by a joint presentation with the long-standing partner Pioneer Trading (Hall 11, E24), that will again install the “quickest-change” shop window in the world.

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Watch a dazzling change from Canada's unique nature to one of Australia's most iconic landmarks in as little as 30 seconds.

Represented as a co-exhibitor at the FOTOBODEN™ stand is KRAIBURG RELASTEC, a supplier of fall protection mats. In tandem, these two companies have already furnished numerous indoor playgrounds, climbing halls etc. with floor coverings that combine functionality and safety with a design geared to the specific venue. At EuroShop 2020 KRAIBURG RELASTEC will launch a TÜV-certified system with a support frame and custom FOTOBODEN™ design opening up new avenues for retail, food service and hospitality.

FOTOBODEN™ is also represented in the area shared by FAMAB Kommunikationsverbandes e.V., ESG - Einkaufs- und Servicegesellschaft mbH, the "International Festival of Brand Experience" and trade magazine m+a report spanning over 800 m² in Hall 4 (Stand C39). Here it demonstrates its expertise in the field of Exhibition & Event with a unique floor. At this networking space there will also be a FOTOBODEN™ consultant on hand to answer questions and provide inspirations. The special asset of this floor design: it links all logo colours of the exhibitors represented here and therefore produces a very extraordinary and futurist look and feel which the "Expo+Event Stage" floor follows on from.

A counter is highlighted by FOTOBODEN™ as part of the IFES Award Area (Hall 4, E39): this Award – conferred by the international umbrella association FAMAB – recognises special products in retail. FOTOBODEN™ ranks third this year. The Award will be presented at the "Expo+Event Stage" at EuroShop on 17 February.

There is hardly any hall without FOTOBODEN™: "beta-web" (Hall 7/E19), the Colour and Design College Stuttgart "Schule für Farbe und Gestaltung Stuttgart" (Hall 10/D01) as well as the specialist in retail brand communication "Style'n Store" in Hall 10/A44 all selected creative FOTOBODEN™ options for the design of their exhibition stands.

Under the name "Premium City" the Peter Behrens School of Arts in Hall 5/E44 presents a visionary city for 2050, where retail fuses with the public space and mobility. FOTOBODEN™ promotes this art college providing it with 250 m² of floor covering. The floor is completely black & white underscoring the futurist design of the stand area.

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Furthermore, FOTOBODEN™ is the main sponsor of the "Store Design Stage" in Hall 11/F01 – an EHI platform at EuroShop – and also in charge of the design around and on stage. Here various Urban Street Designs contrast with modern and very realistic tiling and rug patterns thereby demonstrating the versatility of FOTOBODEN™ floors.

In addition to the optical presence visuals united ag also tell trade fair visitors all they need to know about innovative floor coverings by holding three talks: Timo Michalik will kick off on the second day of the trade fair at the "Expo & Event Stage". At 11.00 am on 17 February the FOTOBODEN™ inventor will present key methods for boosting footfall at exhibition stands in his lecture "How to Increase Visitor Numbers with Custom Flooring. Amazing Examples of Creative Stands." This will be followed by FOTOBODEN™ designer and floor artist Mischa-Ron Ferenschild-Bätzel, also speaking on the "Expo & Event Stage"; on Tuesday, 18 February from 11.00 am he will present: "Efficient Design for Large Format Exhibition Floorings. Do's and Don'ts for Creative Minds". And last but not least, Key Account Manager Frank Gerlach will talk about "Increased Sales with Floor Marketing – Practical Examples from Retail" on the "Store Design Stage" in Hall 11 on 20 February, starting at 10.30 am.

After the trade fair come preparations for the next: which is why FOTOBODEN™ offers all its customers at EuroShop 2020 the option of recycling their floor coverings custom-printed for the trade fair. This means FOTOBODEN™ can become another custom-printed floor – ensuring a circular economy that is next to unique in the exhibition world otherwise focused on rather short-term use.

Visuals:

FOTOBODEN™ as the exhibitor occupying the largest area at EuroShop 2020 leaves a lasting impression – both in store design, at the POS and at trade fairs.

The FOTOBODEN™ installed at the joint stand of FAMAB Kommunikationsverbandes e.V., ESG - Einkaufs- und Servicegesellschaft mbH, the "International Festival of Brand Experience" and trade magazine m+a report links all logo colours of the exhibitors and projects a highly futuristic look.

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About FOTOBODEN™:

FOTOBODEN™ is a product from visuals united ag headquartered in Kaarst. The vinyl flooring is protected by a European patent and custom printable. As an advertising and decoration element it makes for higher footfall at the place of use thereby boosting retail sales. It can be used in visual merchandising at the POS and for trade fairs. Museums, TV productions as well as store design and stage building firms also use the material boasting multiple ISO and DIN (German International Norm) certifications. FOTOBODEN™ is 100% recyclable and available with a warranty up to 15 years. As a leading specialist in printed flooring visuals united ag offers design, printing and product development.

Further details at www.FOTOBODEN.de

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