

Modular Brand Spaces.



ayble – A versatile, reusable
exhibition display system
with adjustable shapes and sizes.



12m x 5m **Pöppelmann ayble project**



Pöppelmann

About the company

Pöppelmann, founded in 1949. A global leader in plastics processing. With five production sites and 2,500 employees, Pöppelmann serve diverse industries worldwide, including commercial horticulture, machinery engineering, automotive and more.

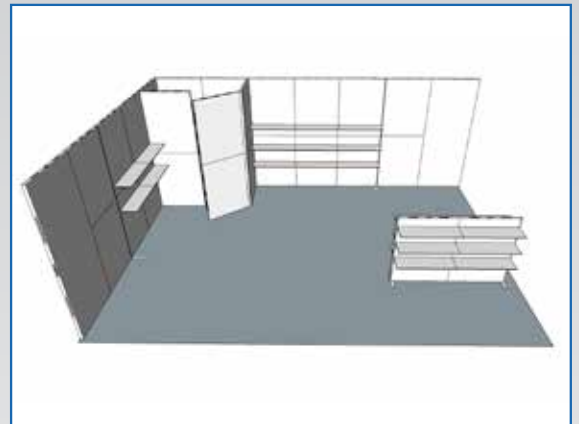
Brief

Stand requirement

Pöppelmann, a German-based company with an active events calendar, annually participate in the Four Oaks Trade Show in Macclesfield, UK, showcasing their offerings to the horticultural industry alongside 300 global exhibitors.

Traditionally, Pöppelmann used a custom-built exhibition stand from Germany, but to streamline costs, they sought a modular, reusable system.

The ideal stand required easy transportation between Germany and the UK, featuring ample storage, product display shelving, and effective lighting for enhanced visibility.





Event

Four Oaks Trade Show '23

The UK's leading international exhibition for the whole of commercial horticulture. From production to point-of-sale. The event takes place on a 23-acre nursery site in Cheshire UK, covering an area of 13,000m² under glass with additional outdoor areas.

Design

Stand design

The stand featured a 2m wide storage area with a discreet door, allowing products and literature to be neatly stored out of sight. Sturdy MDF shelves on some frames, designed to support 10kg per shelf, maintained an organized space.

A compact freestanding counter unit, made from standard ayble framework, served as a focal point for engaging with visitors. Low voltage LED lights on each column illuminated the stand effectively, while Brightbox lightboxes seamlessly joined the end of each wall, ensuring an inviting and well-lit atmosphere.

With close collaboration between our German and UK offices, the UK team efficiently installed the stand, minimizing installation costs.

After the event, it was efficiently packed into flight cases for pallet shipping back to Pöppelmann's German office.





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One system, endless possibilities

