

## Stand building examples of the E. Scheurle Messebau GmbH

Copyright: E. Scheurle Messebau GmbH

November 2015

### Every stand is different

Everyone that has ever visited a trade fair knows that every stand looks different. Of course some stands have the same style or structure but in the end all have an individual look. And considering that everyone wants to stand out it is extremely important to come up with an individual design.

All that said, it means for us stand builders that we could come up with almost infinitely designs for your company. To save us and you all the work we drafted up this document with examples. You get an first impression of what is possible. And we can then work more closely with you and the more detailed requests.

We are certain that you have a general idea what you want your stand to look like, but maybe looking through this document will make it easier to give us a general direction.

*„Your stand is the  
business card of your  
company on the trade  
fair.“*

Ernö Scheurle



Layout created on a computer meets hand-drawn sketch.

### Table of content:

- ◆ Introduction
- ◆ Wall system differentiation
- ◆ Ceiling system differentiation
- ◆ Furniture differentiation
- ◆ Contact and legal notice

# Wall system differentiation

We differentiate our wall systems into four different categories. Thus giving you a broad selection to choose from.

## Simple system wall



The simple system wall consists of wall boards which are mounted between stilts.

The wall boards can either be in plain white or be coloured in any colour you wish. Obviously it is also possible to put up graphics such as pictures or your company logo. We use digital prints for that. You can see that already with the most simplest wall system there are plenty of possibilities to vary and make your stand independent and special.

The material is either white or silver.

## Curtain walling



Curtain walls perfectly hide the system material thus making the whole wall appear of higher value.

In the example seen on this picture the curtain walling is covered with a digital print therefore making it possible to put huge pictures on the walls. If you look close enough you will see the joint between the individual wall boards. The possibility of letting graphics go over more than one wall board is easily discernible.

Curtain walls can also be added to the waffle panel wall. Although that will make no difference visually..

## Clamped banner



Clamped banners between the filigree stilts don't hide the system completely but appear as whole wall panels due to the stretched material.

Moreover the banners can also be illuminated from behind giving the whole appearance a luminous effect.

The system material is silver.

It is possible for us to create a high-end version of this wall system where the system material is completely hidden.

## Waffle panel wall



The waffle panel wall consists of several coffered elements, mostly with the following measurements: 1.0 x 1.0 meters.

The elements can be designed in different colours and be illuminated from behind.

Therefore making it possible to cluster topics in different colours giving it all a clear structure.



## Steles



Steles are best used as an information point or display cases. Here you have the possibility to bundle all the information considering one product or product group at one place.

Furthermore it gives you the opportunity of mounting screens to the stele to show your company film or product film.

Obviously it is also possible to work with different colours and digital prints to get a clear structure.

## Memory wall



Our self-created wall system, called memory wall, goes into the section of high-class stand design.

The principal is the same as with the waffle panel wall just in this case the whole frame and the panel are being carpeted of wood. Visually rounded off with the shadow gaps.

To sum it up: high-quality design and plain beauty

## Backlit digital prints



Equally to the waffle panel wall it is also possible to backlit individual panels of the memory wall.

This way you can work with different colours, keywords and pictures.

Of course any panel can be backlit in our memory wall.

## Installed display cases



Another bonus point of our memory wall are the installed display cases. Should you want to show smaller items these illuminated display cases are a perfect choice.

Matching digital prints with keywords can be integrated around the display cases to round the whole experience off.

# Ceiling system differentiation

As with the differentiation of the wall systems we also give you plenty to choose from with our ceiling systems. Giving you the chance to find the perfect system for your project.

## Simple ceiling system



Simple ceilings are mounted to the wall and elevated on the open corners.

It is possible to mount signs to this construction as well as the lighting, see example to the left.

The material for this ceiling is either white or silver. The ceiling height is around 2.5 to 3.0 meters.

## Structural ceiling



Our structural ceiling is three dimensional and consists of multiple pyramids set next to each other. In using this half-timbered construction, made famous by the Eiffel tower in Paris, your stand will appear more open. It is also possible to use several layers of the structural ceiling.

The material for this type of ceiling is white. The ceiling height is around 3.0 to 4.0 meters.



## Elevated ceiling construction



Elevated ceiling constructions in comparison with the simple ceiling offer you the advantage to hang big banners. Banners can be designed freely in comparison with simple signs thus showing your logo and graphics are easily possible.

The lighting is mounted underneath the construction.

The material of the construction is silver. The ceiling height is around 4.0 to 5.0 meters.

## Suspended ceiling



Suspended ceilings are being suspended from the hall ceiling. In the picture you can see the banners surrounding the beams. As a symbolic ceiling there is a mesh banner fixed in between the beams. This gives the stand a ceiling on the top.

Suspended ceilings can be mounted considerably higher than any other ceiling form. Thus making them perfect for stands with a wall height of 5.0 meters or higher.

Typically the height of this ceiling is around 5.0 to 8.0 meters. Making the whole construction better visible from afar.

The lighting is also mounted underneath the construction.

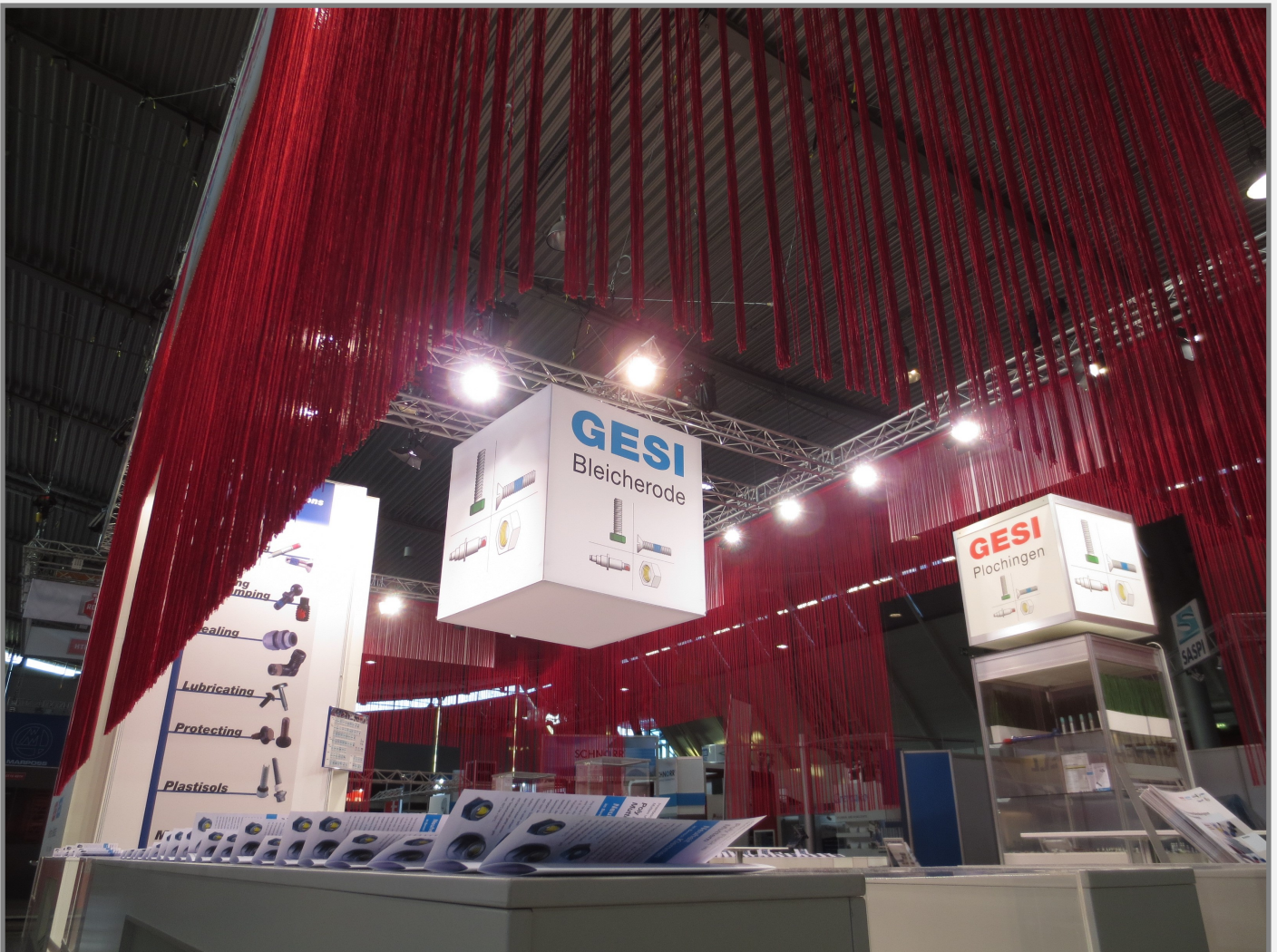
## String curtain



String curtains can be used as ceilings as well and are easily visible from afar and a good eye catcher. The string curtains can vary in form and colour and shaped just for your project.

The picture below shows a red string curtain with the length of the strings varying to create archways to enter the stand.

The picture to the left shows you a string curtain with logos printed on it.



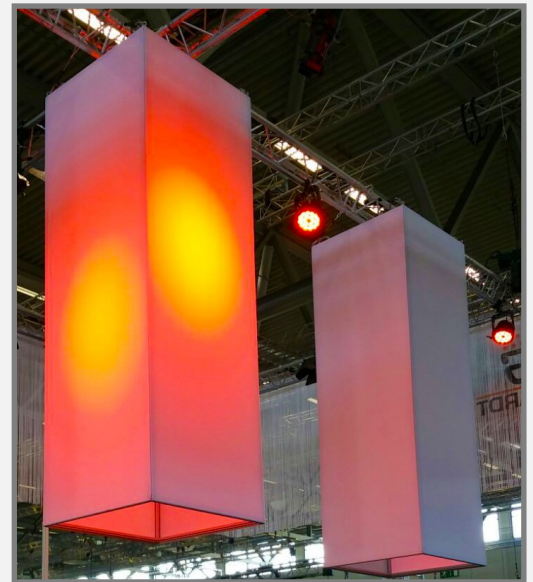


## Eye catcher: suspended cubes



As eye catchers suspended cubes or similar forms work brilliantly. Thereby being able to rotate or being suspended statically. By illuminating them or light them up from inside they can be easily spotted from afar.

Some examples of thus far realized projects:

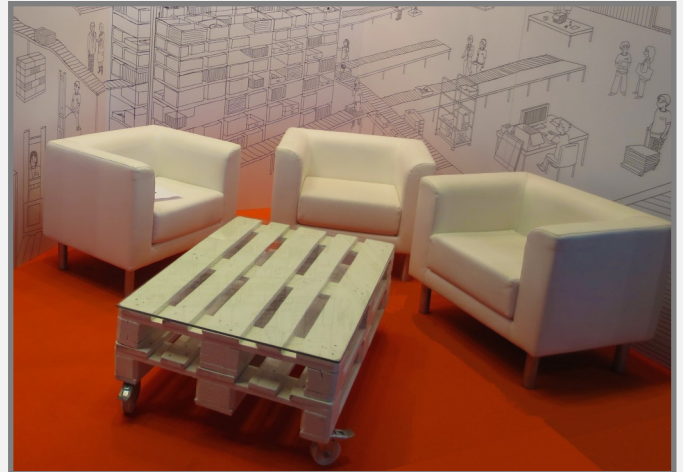


# Furniture differentiation

Our equipment for the stands consists of the classics as well as carpeted furniture specifically build for you.

Our range of rentals can be seen on our website: <http://www.scheurle-messebau.de/en/furniture>

Some examples of individually carpeted furniture you see below.





# **E. SCHEURLE** Messebau GmbH

plant, baut, vermietet

## Contact

If you need further information regarding our products and services, give us a call or just send us an email:

### **E. Scheurle Messebau GmbH**

Nagoldstr. 57/65  
70376 Stuttgart

Tel. +49 (0)711 61 70 67

Fax +49 (0)711 61 61 82

[kontakt@scheurle-messebau.de](mailto:kontakt@scheurle-messebau.de)

Visit our website: [www.scheurle-messebau.de](http://www.scheurle-messebau.de)

## Disclaimer

All used pictures and graphics are under copyright of the E. Scheurle Messebau GmbH.

The copyright for any material created by the E. Scheurle Messebau GmbH is reserved. Any duplication or use of objects such as images, diagrams, sounds or texts in other electronic or printed publications is not permitted without the company's agreement.

The duplication, editing, distribution and any kind of utilization that are forbidden by the copyright need to get a written permission by the E. Scheurle Messebau GmbH. Copies of this document are not permitted for commercial use.