



Van Straaten and kubik produce unique tradeshow concept with bent aluminium profiles and 3D prints

Kubik, a company specialising in transforming ideas into brand experiences, joined forces with Van Straaten to develop a unique booth for their client DSM Coating Resins. The booth, which will be used at the 2015 European Coatings Show, was produced using bent aluminium profiles. A complex flower shape and canvases in various colour and sizes, each of which stretched between the bent aluminium profiles, are key to this stand. A unique and striking visual concept.

At **kubik**, ideas are transformed into unique unforgettable brand experiences that enthral audiences and go Beyond Imagination. For over 25 years the company has been designing, fabricating, installing and managing exhibits, events and environments for businesses, institutions and museums all around the world. Their mission: unforgettable experiences begin with imaginative ideas. **Kubik** wanted to develop an exhibition concept for DSM that would make a real impression on the tradeshow floor. It had to stand out, be visually attractive and, most importantly, be innovative. **Kubik** decided to use a technique that is new to the exhibition industry: the bent aluminium profile. The company designed a flower-shaped concept, inspired by the DSM logo, which formed the central floating centre point of the booth. Van Straaten, an expert in this type of special constructions, produced and tested the exhibition booth for **kubik**.

Endless possibilities with aluminium profiles

Being lightweight and flexible, aluminium profiles are a good alternative to wooden structures. The profiles can be bent, making it possible to develop virtually any design, in any shape, imaginable. The prints that are stretched between the various profiles are easy to swap. As a result, an exhibition design can be used more than once and a completely different appearance can be achieved with just several new prints.

A colourful flower

Van Straaten set to work on the basis of the design drawings produced by **kubik**. First, the shapes were translated into 3D drawings, after which Van Straaten produced and



About kubik – beyond imagination®

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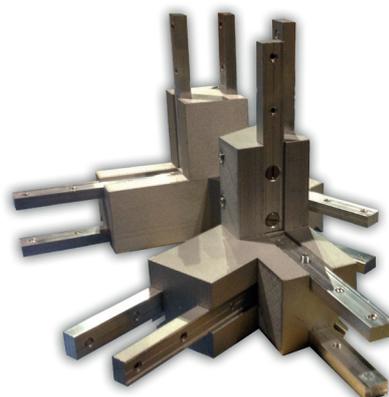


Why Van Straaten

- 24-7 service
- Good output control
- Up for a challenge
- Specialists in eyecatchers and special constructions
- Innovation, using the most modern techniques
- A high level of quality

“Bei Van Straaten wird jede Konstruktion zuvor aufgebaut und getestet. Auf diese Weise können wir uns optimaler Qualität sicher sein und gibt es keine unangenehmen Überraschungen.”

Hans Wolters,
kubik



“Das Team von Van Straaten denkt mit, nimmt Herausforderungen gerne an und setzt alles daran, um jederzeit herausragende Qualität zu liefern.”

Hans Wolters,
kubik

fitted each leaf of the flower as part of its quality control process. What makes the design unique is the fact that 3D printed corner pieces are used to link the bent frames together in corners of varying angles. Hans Wolters from **kubik**: “The design is unique and can only be achieved with modern 3D printers and very precise output control. This is where Van Straaten’s strengths lie. We want to be absolutely sure that our design is perfect and that the dimensions, prints and materials are right too. At Van Straaten, each and every structure is assembled and tested prior to dispatch. This enables us to guarantee optimal quality and avoid any unpleasant surprises. Whenever we work with Van Straaten, we can be 100% certain that the structure can be assembled successfully on site without any delay.”

Experts in eye-catchers and special structures

Van Straaten is one of the only companies worldwide that offers such a complete service for these type of constructions. The company is involved in the design process, produces the complete construction in-house after which the complete construction is assembled and tested. **Kubik** and **DSM** are very happy with the result: “There are a large number of players in our industry that specialise in printing techniques. However, Van Straaten is the only one of these companies that also develops, produces and rigorously tests eye-catchers and special structures. This offers us the high level of quality we require. The team at Van Straaten is pleased to share its thoughts and ideas, does not shy away from a challenge and does its utmost to deliver a high level of quality at all times.”

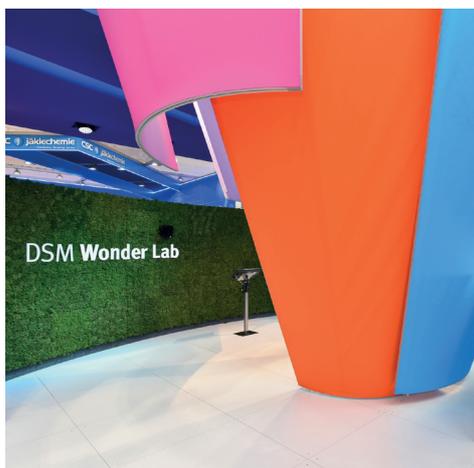
Cooperation

Kubik has been working for many years now with Van Straaten on the visual implementation of their exhibits and events.



Products and materials

- *Special structures (specials)*
- *Eyecatchers*
- *3D profiles and aluminium frames*
- *Light boxes*
- *Large-format prints*



About van Straaten

Van Straaten is the leading manufacturing company for innovative visual communication. We offer all large format and special print projects under one roof, from concept development and realization of superb prints and frames to professional finishing and assembly on site. Discover yourself why professionals choose for Van Straaten. Take a look at www.vanstraaten.com, contact your account manager or call us at +31 (0)23 - 555 18 61.