



Shell Scheme exhibiting and ISOframe Wave Case Study

## The Customer

Stunning photography and storytelling has played an important part in inspiring Discover the World travellers for over 30 years.

With a first class reputation for creating tailor-made holidays the award winning specialist tour operator offers high-quality trips and imaginative itineraries to Iceland, Scandinavia, Polar Regions, Canada, Alaska, Australia, New Zealand and beyond.

Bringing these holidays and experiences to life, and promoting to globe-trotting clients is at the heart of the company's marketing strategy. Over the years the team has used a variety of tactics to promote their holidays but as the 2016 season approached it was clear the displays needed upgrading if they were to take their business to the next level. So they got in touch with us at Colour Studios.



**Working with the Colour Studios team couldn't have been easier. They took time to understand our requirements, presenting a couple of solutions within our budget whilst giving careful thought to how the solution could be adapted to a range of shell scheme spaces.**



## Challenges

When we met the team, Discover the World had an extensive calendar of travel exhibitions in the diary such as the Telegraph Travel Show at ExCel and the Adventure Travel Show at Olympia. The company planned to exhibit within a range of shell schemes and on different stand sizes so a solution was needed that would stand out and be flexible to adapt to the space.

## Finding the right solution

We explored a variety of options with them such as Shell-Clad and Flexi Banners, but they were ruled out due to the limitations of lack of flexibility for displaying on different stand sizes.

Right from the beginning it was clear the ISO Frame Wave was a strong contender with its flexibility, ease of transportation, quality of the graphic content and image flow. With lots of visitors coming to the stand we also recommended two ISO Frame counters as furniture and to be used as a base which to fix iPad stands onto for extra security.

Discover the World often exhibits at events running at the same time. The ISO Frame Wave gives them extra versatility for this as it has the ability to change display size and split into two solutions, which is useful and cost effective for when it needs to be in two places at once!



“We were presented with a visual for each exhibition space and were given thorough guidance on the system. From the sign-off of graphics, delivery to a tight deadline and training our set-up team, their attention to detail has been impeccable. We are delighted with our display solution, the ISOframe Wave system is flexible, robust and visually appealing - we have already seen an increase in visitors to our stand.”



## What is the ISOframe Wave?

The ISOframe Wave is the world's first fully flexible and portable exhibition display system. It is a modular, self-build exhibition stand system easily adapted in to different shapes for different events or venues.

The system benefits from an easy tool-free assembly with the unique fast clamp connector. No more hexagonal keys, nuts and bolts that are used on other systems.

You can create flat or beautifully curved display walls with the same exhibition display system. It is portable, so is ideal for the self-build exhibitor. The graphics are printed on a rollable, 400 micron stoplight material and are protected by a scratch resistant laminate.



For more details about the ISOFrame Wave visit [colourstudios.co.uk](http://www.colourstudios.co.uk) or call our friendly team of experts on: 01761 431300 or email us and let us help you plan your next event. <http://www.colourstudios.co.uk/exhibition-design-build/isoframe-wave>