



Exhibiting British Craftsmanship at Frankfurt for Colart

Brand Stories Delivered

Some events demand a sense of perfection, and often it takes a diverse and coordinated effort to venture into that territory. In order for all the pieces to come together, each distinct group has to be capable of completing their portion of the work no matter the cost. So when Colart needed assistance to create their largest display ever at the Creative World Exhibition in Frankfurt, DisplayMode answered the call.

Their order consisted of a series of items from Colart brands. This included a Winsor and Newton Gifting window, Le Franc Bourgeois shelves, and a Snazaroo playstation that were to be put together on site. To do this required talent, flexibility, and the drive to exceed expectations.

Because Colart consists of a series of unique brands, DisplayMode faced the additional task of managing production while seeking approval from multiple sources. As the order consisted of products from four separate brands, each item needed to be signed off by that brand.

While Colart is a regular exhibitor at Creative World, they had previously never displayed anything of this size and scope. A major piece was a large gifting window, which caused some delivery issues when it was determined that it wouldn't fit in the lorry that would be used for delivery.

When the issues with transportation were realised, DisplayMode quickly took action to ease the concerns of an important client. DisplayMode hit the time critical milestone by arranging, transporting and installing the project items at Frankfurt for the exhibition.

“ Only the highest quality craftsmanship would be accepted. When transportation and installation became an issue, we did whatever needed to be done. Colart demanded satisfaction, and we delivered. ”

colart

About the Client

Colart is a Swedish family-owned business that is committed to giving everyone the opportunity to explore their artistic side. Together with their proprietary brands, they have formed a coalition of products to satisfy artists of all ages and abilities.

Challenges



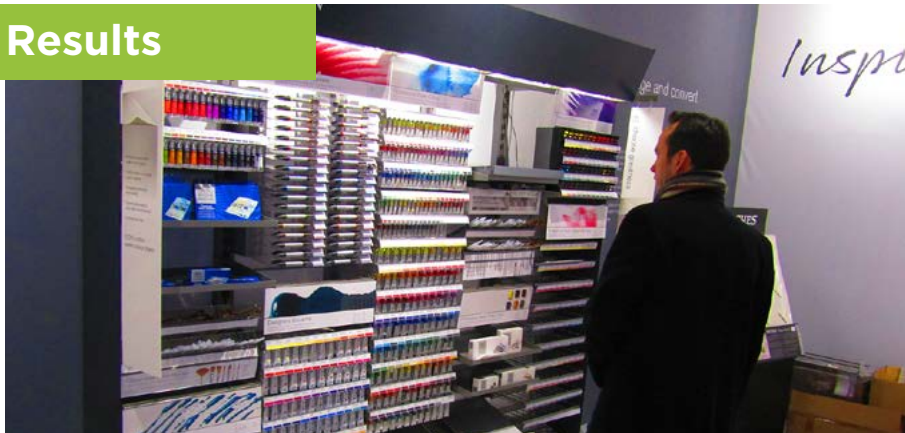
- One-off project requiring a very high level of craftsmanship
- Tight transportation and installation timeline
- Multiple brand approvals
- Gifting window could not be transported based on original plan

Solutions



- Exhibition stand elements given strong attention to detail
- Dedicated project management and completion on schedule
- Due to its size, Winsor and Newton Gifting window was sent by courier; two DisplayMode employees personally transported the remaining items to the site and completed installation

Results



- Items arrived in good condition and were installed with plenty of time for Colart to fill the display



Conclusion/Result/Benefit

Making a sale is nice, but it's not always the most important goal for a company. Of far more significance is reputation, whether building it or maintaining it. DisplayMode's interest in this order was not about profit margin, but about making sure the project succeeded with a satisfied client.

There are many considerations when looking for organisations to help put your project together, but the most important has to be the knowledge of knowing that it will be completed, no matter the circumstances. For your most important projects, the ones with no room for error, give us a call and experience true professionalism.

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Call **DisplayMode** today on **+44 (0) 1536 460805** or email **contact@displaymode.co.uk** to learn more.

