

Cool stuff at Markex Jhb 2011

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Markex Jhb 2011 featured a number of cool innovations from exhibition, event and display specialist, Scan Display.



mo5 for retail and events

The mo5, a small mobile kiosk, attracted attention at this year's Markex Jhb, which marked the product's first appearance in South Africa. The mo5 debuted earlier this year in Germany at the leading global retail show, Euroshop, where it won an award for innovation.

The mo5 was designed by mosysteme, the German company that created the modulbox, a larger mobile structure ideal for indoor and outdoor events. Scan now manufactures the mo5 and modulbox locally, making them affordable options for local businesses.



The mo5's mobile nature and the easy way in which it is set-up and packed-away by one person make it an ideal solution for events with tight deadlines.

The mo5's big brother, the modulbox, was also on show at this year's Markex Jhb. It was fitted out as a coffee bar, from which Grind Mobile Coffee Experience served hot beverages.

Fabric for large seamless prints

This year Scan also showcased the Tension Fabric System (TFS) on curved frames. While Scan has been supplying the TFS to clients for the past year, its application on curved frames is a new development which gives greater scope in terms of how it can be used.

The TFS's stretched fabric provides an alternative substrate to paper, vinyl or panels for an exhibition or retail display. Images are printed directly onto fabric, and large seamless prints can be created.

Scan Display's MD, Justin Hawes, believes that the TFS will become an increasingly popular choice for exhibitors and retailers. "Not only is TFS a great product in terms of how it can be used and how it looks," he says, "but it is a greener alternative to printing on other substrates. It can be re-used and is lightweight and compact - reducing your transport costs and carbon footprint."

Renewable energy for a greener show

Another green feature Scan embraced at Markex Jhb was the purchase of renewable energy to power Scan's stands.

The purchase of renewable energy is notional: Scan paid for the Nuon RAPS Utility in Kwazulu-Natal to generate solar power that was fed directly to a local community that is not on Eskom's grid, while the stands at Markex used the local power supply from the Sandton Convention Centre.



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However, by purchasing the equivalent amount of energy used at the show in green energy, Scan was able to support the manufacture of renewable energy, without having to build solar panels and link them to the event - which would have presented a number of logistical problems. It also assists communities in outlying areas, which would otherwise not receive

power.

Markex is South Africa's premier marketing and promotions trade exhibition. Markex Jhb was held at Sandton Convention Centre from the 07 - 09 June 2011, and Markex Cpt will be held at the Cape Town International Convention Centre from the 23 - 25 August 2011.

You can visit Scan Display at Markex Cpt, in Hall 4, stand number A4. Both the modulbox, mo5 and Curved TFS will be on display.

For more information about Scan Display, please visit www.scandisplay.co.za or contact Justin Hawes on +27 11 447 4777 or justin@scandisplay.co.za.

For more information about purchasing renewable energy, please contact Marisa Naude on +27 21 701 3364 or marisa.naude@agama.co.za.

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