

Cadec drives sales with a flexible, innovative design!



Project Summary

Cadec Corporation is the industry leader in transportation technology solutions. Based on an unhappy prior tradeshow experience, Cadec developed clear criteria for their first major tradeshow display.

They needed to look like the industry leader they are; there would be a new product introduction; they had a short deadline and a need to be fast-to-market; they wanted a design that would convert from 10 and 20' linear displays to a 20 x 20' island. Any of these criteria creates a display challenge. Put them all together and Image4 was really pushing the envelope.

Using Intex PanelFlo modular display components, our designers developed a colorful and classy laminate display. Modular components allow numerous configurations and reduce shipping and construction costs. LightJet mural transparencies reinforce specific product features and benefits.

For Cadec, this created high-end impression, maximum useability and versatility, and low cost of ownership.

Project Budget

Hardware \$20,000, Graphic Treatment \$4,500

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