

# 900 Feet of Sales Power for Schleuniger Wire-Processing



## Project Summary

In the world of wire and cable, Schleuniger is known as a global leader. From desk top, hand operated strippers to integrated cable processing lines, world-class quality is the positioning.

As part of a plan to develop a global distribution network, Schleuniger's President, Mike Rizzo, crafted a multi-show, multi-continent strategy. Mike looked to Image 4 to design and execute the exhibit components.

Using Matrix Modular and Softspace Tension Fabric components and lightweight fabric graphics, Image 4 designed and fabricated a versatile and effective 30 x 30 foot display that converts to several other sizes.

Matrix tabletops permit demonstration areas for smaller machines, accomodating storage and the integrated AV presentation. Two entire wire-process lines rest under the sixteen foot floor-mount banner. Wide open sides permit heavy traffic flows, and information panels are hung exactly at traffic levels.

Schleuniger USA reduced setup and shipping costs by 50%, absorbed 100% more leads, and signed many more dealers. Great results for a great booth!

## Project Budget

\$ 41,000

**Image 4 / We Tell Your Story!™**

7 Perimeter Road / Manchester New Hampshire 03103

T: 800-735-1130 / F: 603-644-5810 / E: sales@image4.com / W: www.image4.com