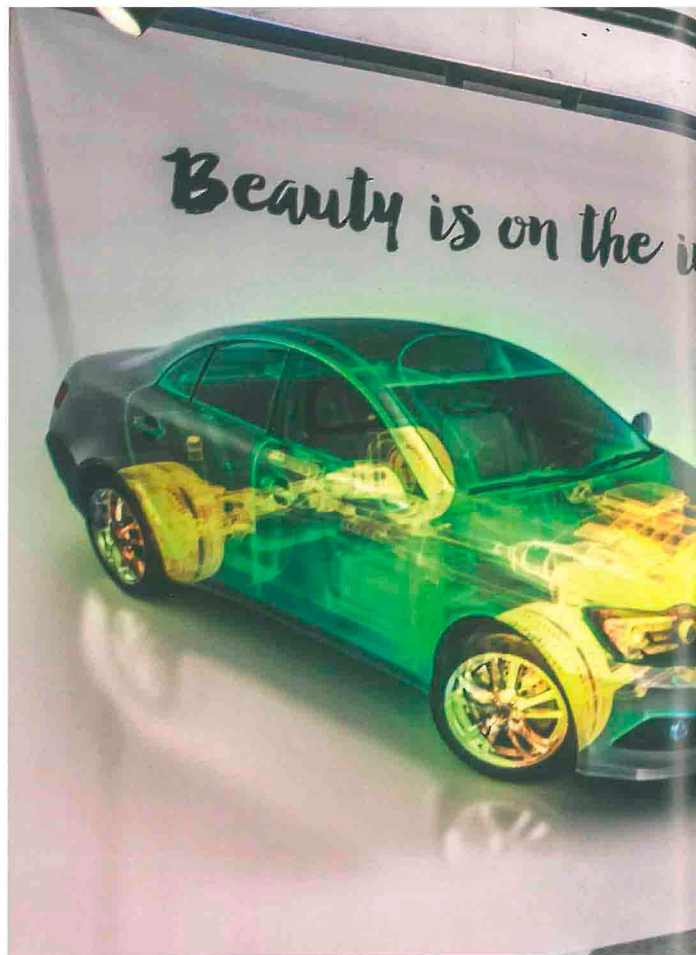


A SPECTACULAR SHOWCASE

Early March saw Kendu showcase the best of the best at EuroShop. Held every three years in Dusseldorf, Germany, 2017 marked the third time that Kendu has exhibited at the world's largest retail trade show.



EN /

For the third consecutive time, Kendu exhibited at EuroShop. The objective for 2017 was to surpass their previous efforts and surprise the more than 110,000 international visitors with a show-stopping 120m² stand that showed off their creative, technical and digital skills.

The project started with an internal brief to determine the highlighted products and stand areas. The key product innovations to be showcased were ultra-thin lightboxes, interactive digital solutions, store management services and the star of the show, Flowbox, the new dynamic display.

The Creative Department conceived a stand that imitated an in-store experience including 4 eye-catching "window displays" featuring Flowbox. Kendu's Technical

Department was responsible for turning the creative concept into a shop floor reality. They, alongside the Marketing Department, oversaw the planning, manufacturing and installation of the Kendu stand. With such a variety of departments involved, the project required impeccable internal coordination and project management from the very start.

The end result is the spectacular culmination of Kendu's skills and services at the retail industry's most important event. Over 2000 people visited the Kendu stand and the feedback both online and in print exceeded all expectations.



ES /

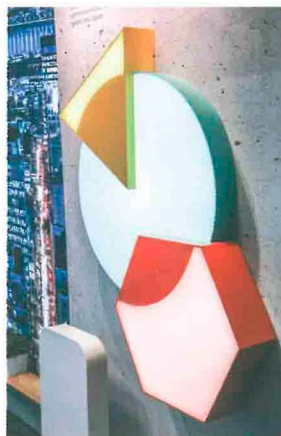
Por tercera vez, Kendu participó en la feria EuroShop con el objetivo de superar las expectativas de años anteriores y sorprender a los más de 110.000 visitantes de todo el mundo con un stand de 120 m² diseñado, fabricado e instalado íntegramente por Kendu.

El proyecto ha contado con la participación activa de varios departamentos como el de marketing, el de diseño, el técnico y el de producción, y comenzó, como casi todos los proyectos importantes, con la elaboración de un planning inicial y un briefing donde se establecieron las zonas y soluciones principales a mostrar: cajas de luz ultra finas, soluciones digitales e interactivas, un servicio de valor añadido y por supuesto Flowbox, el nuevo display dinámico.

El departamento creativo ideó un stand simulando una gran tienda, donde Flowbox, el gran protagonista, se mostraba en 4 escaparates totalmente diferentes y de gran impacto. El departamento técnico desarrolló los planos necesarios para la fabricación, toda realizada "in-house", y supervisó el desarrollo del proyecto hasta la instalación en el recinto ferial.

Un año más, el resultado ha sido sorprendente: más de 2.000 personas visitaron el stand de Kendu y la presencia en medios y redes sociales ha superado todas las expectativas.

The objective for 2017 was to surprise the more than 110,000 international visitors with a show-stopping 120m² stand.





KENDU

IN-STORE VISUAL SOLUTIONS

SOLUTION
SLOT WALL
SYSTEM

Flowbox®

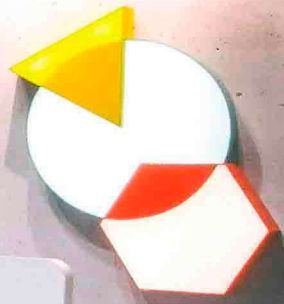
The dynamic display

GRAPHIC - MOTION

Flowbox is a dynamic display that combines motion graphics with motion video and graphic information. It is a perfect solution for any retail environment where you want to attract attention and increase sales.



SMARTSHAPES & CIRCLES



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Shelf
managem
tion

