

Caldrea

Making an Elegant First Impression

Challenge

Enhance brand recognition with a unique exhibit that doesn't look like a traditional trade show booth.

Solution

We created a retail-style environment to elegantly showcase Caldrea's array of earth-friendly cleaning supplies and personal care products. The exhibit mimicked a high-end store, welcoming attendees to browse and sample at their leisure. It featured a modular design with frosted glass, modern cabinetry, chrome accents and soft backlit vertical displays – keeping emphasis on the product brands, not the surrounding show floor.

Results

The booth was a show-stopper at virtually every show Caldrea attended – attracting both high-end retailers and consumers. This success led Caldrea to install exhibit replicas at five of its key U.S. retail settings.

