

Scan Display goes big, and goes home, with Modulbox

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Using one of the latest innovations in outdoor stand design, Scan Display created a conceptual village for potential buyers at the recent Century Property Developments Home Design Expo 2014.



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The roving home exhibition is Century Property Developments' alternative to showcasing pre-built homes. Working with Scan Display, the exhibition has taken on a new and interesting format.

Using 11 Modulboxes and making this Scan Display's largest Modulbox application to date, Scan created an outdoor exhibition space that allowed architects, landscapers, interior designers and other home suppliers to create mini home environments, simulating what would be available to a potential home buyer.

"We wanted to create something unique that would show off the potential homes available within an estate, but could be

moved easily to the next estate with little fuss," says National Infrastructure Manager at Scan Display, Aidan Koen.

"By opting to use our Modulbox stock, we could help suppliers create individual 'home packages' that potential buyers could view. The Modulbox is perfect for this exhibition as it can be easily dressed up and the flooring extended to create these mini environments."

Martin O'Connell, Brand and Marketing Manager at Century Property Developments, says of the Modulbox exhibition: "As there were 11 exhibitors invited to partake in each leg of the Home Design Expo, our team needed an easily-customisable display solution to allow for individuality, whilst maintaining a sense of structure and consistency in each display. We likened it to giving the same blank canvas to different artists!"

This roaming concept has been used at two of three legs of the Home Design Expo so far: Blue Hills Equestrian Estate in Midrand and The Hills Estate in Pretoria East. Collectively, these two expos have seen over 15,000 potential buyers.

The third leg of the Home Design Expo, to be held at Waterfall Country Estate in Midrand, Johannesburg, will take place during the weekend of 2-3 August 2014, for home buyers looking to snap up one of the few remaining stands in this popular living estate.

Koen adds that the Modulbox is an ideal tool to use for outdoor events as its movable, reusable structure can be easily branded with vinyl or fabric panels and is quickly locked up in the evening by closing down its fold-out panels. The ready-assembled Modulbox infrastructure can be set up easily on location and can be transformed by setting the panels at different angles or enhancing the flooring structure surrounding it.

"The Modulbox solution is becoming popular for events because of the contemporary design of the structure as well as its ease of use. Scan Display currently has stock of 11 Modulboxes to be used at any outdoor event or large-scale indoor exhibition," concludes Koen.

In 2009 Scan Display was awarded sole rights to manufacture and distribute the Modulbox throughout Southern Africa, by its German partners, mo systeme. Scan has used this product at a number of events including the 2010 FIFA World Cup, J&B Met, Vodacom Durban July, Joburg International Motor Show, COP17's CCR Expo and Design Indaba.

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