

Sustainability Trends

On the final day of EuroShop 2020, the retail trade fair in Düsseldorf, the [Scan Display](#) team scouted the last few halls to see what's happening on the sustainability front and they found that this year there has been an increase in sustainability messaging with many displays using 'plastic-free' and 'eco-friendly' labels.



Modulbox – a sustainable reusable display box.



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Reusable plastic plants replacing living plants.



Eco-friendly labelling showing sustainability figures.



Signage explaining that products are made with renewable energy.



Scan Display stand on IFES Pavilion, with only reusable elements.



Beautiful locomotive made from cardboard.



Sustainability spoken about all over the show.



Extensive use of cardboard for point of sale (POS).



Eco-friendly carpeting.



Eco-friendly product signage.



Eco-friendly stand with reusable crates and no flooring.





Sustainability message with herd of elephants in raw untreated and unpainted wood.





Stand made from repurposed untreated wooden crates.



Extensive use of OSB board which can be reused.



OSB board used for flooring.



Eco-friendly mannequin manufacturers.

At previous EuroShop shows, companies said they were sustainable, but their messaging now goes further and explains and quantifies their sustainability - it states that they've used PET materials, less energy, renewable energy, etc..

There are many stands now made of raw untreated wood. There are also a growing number of stands that use the existing exhibition hall flooring, reducing their use of materials. Sustainability has become an important part of the show, with exhibitors showcasing in a meaningful way what they are doing to make our industries more sustainable.

View [#EuroShop2020 Day 4: Retail Space Trends](#)

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