

# EXPO CENTRIC MAKES LAMINEX LOOK GOOD FROM EVERY ANGLE AT AWISA

AWISA (Australian Woodworking Industry Suppliers Association) trade show at Sydney's Darling Harbour, 4 - 7

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## PRESS RELEASE

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## EXPO CENTRIC MAKES LAMINEX LOOK GOOD FROM EVERY ANGLE AT AWISA

Industry icon Laminex will have one of the most unique product showcase stands

at AWISA trade show at Sydney's Darling Harbour, 4 - 7 July 2018.

What better way to show off how your wall and surface solutions perform than by constructing the stand totally with the product!

An imposing structure will rise up and outward seamlessly with custom-designed stand. One of the most impressive stands at the expo, it will be a totally immersive experience for visitors.

This definitely will be another wow factor exhibition stand from Expo Centric Exhibitions and Events. It has forged ahead in nine years to establish itself as the most experienced company in Australia in being able to flawlessly execute enormous stands in short periods of time.

Stan Kruss, founder of Expo Centric, and his team came up with the concept and went for it in a big way!

"This year will be AWISA's largest ever. The ICC is an amazing multi-level centre, and therefore it's a bigger call to stand out.

"Laminex has a strong position in the market, and we worked on designing a stand that would live up to its name. We had the bonus of Laminex releasing a new ranging of amazing finishes in time for AWISA. We had to figure out the best way to showcase an incredibly diverse product range."

Expo Centric are leaders in rolling out large sites and will have four of the biggest stands at AWISA. The Laminex stand will be another technical and design statement.

This large-scale challenge meant the Expo Centric's team worked for over 1500 man-hours. Their state of the art production facility in Rydalmere is designed to handle massive projects like this, which included laminating a massive 800 Laminex panels for just the Laminex stand alone.

"We're set-up for the largest projects with state-of-the-art equipment and highly sophisticated software. Everything worked to schedule."

Mr Kruss said there were two major elements to be considered with this monolithic piece.

"The greatest design challenge with a large stand like Laminex is to make sure of maximum product display. The range is so diverse and includes hospitality, commercial and residential.

"We made it an absolute design priority to ensure a seamless blend of product message combined with a dominating design."

"It required a huge amount of very detailed work," said Mr Kruss. "But it's a very practical way to show-off your product!"

It's six years since AWISA was held in Sydney and this year it will be held at the imposing ICC. Expo Centric set out to create a real show-stopper – and for Laminex it looks like a sealed deal!

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