



+++ ISO-NEWS +++

ISO at EuroShop

This year also EuroShop has been a resounding success for the members of ISO. The joint stand, known as the ISO Meeting Point, made its first appearance in 2008 as the place to come to for the thousands of members worldwide, regardless of whether they are exhibitors or visitors, big or small. Its success was clear from day one.

A highlight, this year, was once again the presentation of the ISO Best-in-Show Awards for the best exhibition stands. In each of the categories "Idea", "Design" and "Product" - i.e. the central elements

of every good store design - one exhibiting ISO member was honoured with an award. This year's winners were celebrated at the ISO members' get-together party which took place on Sunday afternoon in a relaxed atmosphere lavished with Spanish sparkling wine. ISO President Francois Mathéron presented the following companies with an award:

- + **Expedit (Wanzl)**, Denmark/Germany, in the category „Best Stand Design“ for their shopfitting presentation;
- + **Swareflex (Swarovski)**, Austria, in the category „Best Idea“ for its high-tech LED system;
- + **Replica**, Great Britain, in the category „Best Product Presentation“ for the appetising appearance of their „Replica Delicatessen“

The winners were duly feted by the international IMO members and received their "ISO Best-in-Show" certificate for display in their stand and to take home as a trophy. Both as far as the number of visitors and the number of exhibitors are concerned, EuroShop 2011 surpassed the previous edition of the trade fair. Although our branch of industry was also hit by the crisis between 2008 and 2011, with 106.000 visitors the event attracted more visitors than ever before, not least to talk shop and exchange views. The need for personal contact proved once again to be extremely important. And it is precisely that opportunity ISO wishes to offer its international members and guests. Thank you for coming!

And now back to work for another three years of new inspiration and renewed growth!

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▲ Best Stand Design: Wanzl Ladenbau



▲ Best Product Presentation: Replica



▲ Best Idea: Swarovski