



A TO Z NUTRITION



CASE STUDY

A TO Z NUTRITION EXHIBITS WITH GREATER VALUE

A to Z Nutrition, a supplier of raw materials to the nutritional, food, feed, cosmetic and pharmaceutical industries, needed a display that would fit their every need.

Lydia Cole, CEO, wanted a more functional and versatile display that would cut costs and also overcome their current exhibiting challenges. “We needed an exhibit that was flexible enough to be both a 10’ x 10’ and a 10’ x 20’ without sacrificing functionality and remain visually impactful,” said Cole. “The intention this time around was to save even more in operational costs and be more reconfigurable.”

GRAPHICS APPEAL TO BUYERS

A to Z Nutrition, with its very broad and diverse products and services, also needed a solution to the problem of representing their entire company with a few, concise graphics. “It has been a difficult task for us graphically, to blend the many different types of products we offer and industries we service, into a cohesive visual package. We really needed someone who could understand those elements and develop graphics and architecture that appealed to our audience,” said Cole.

“Skyline did an amazing job blending all the elements together.”

THE OUTCOME

Small Footprint, Big Brand Impact! Another challenge that needed to be solved was to have a functional space for face-to-face meetings while not being overwhelming in its presence. Skyline took a new product called WindScape® Exhibit System, and from standard shapes, created a dynamic design like nothing A to Z Nutrition had seen before.

“The display uniquely represents all A to Z has to offer through its architecture and graphics,” said Cole.

“I was impressed by the design, quality, and product choices. We received many compliments at our first show...”

LYDIA COLE

CEO, A to Z Nutrition

