

# Scan Display wins Markex Large Stand Award

Issued by [Scan Display Solutions](#)

11 Jun 2006

Scan Display was announced the winner of Markex's Large Stand Award at the Sandton Convention Centre on Wednesday, 7 June 2006. This was another coup for the exhibition and display specialist which has notched up a record number of wins at SA's premier marketing and promotions show.



The Scan team with the trophy.

This is the fourth consecutive year that Scan has won an award at the Markex shows and the third time it has won the prestigious Large Stand Award at Markex Jhb.

Each year Scan has been under pressure to keep upping its game but Scan's Cape-based exhibition architect, Paul Hugo, has risen to the challenge. This year Paul designed a sophisticated stand using simplistic three-dimensional forms and subtle branding.

The dominant colours were black and white with a touch of red, the colour of Scan's new logo and corporate identity. The stand included a raised glass floor with white pebbles, evoking comparisons with a Zen garden. The extensive lighting on the stand enhanced its clean look-and-feel.



Paul believes the stand embodied Scan's ethos: "The stand represented Scan's creative spirit which is constantly evolving. I believe it successfully showcased our capabilities."

Justin Hawes, Scan's Managing Director, was thrilled with the result: "It is wonderful to win this award again in the year we celebrate 10 years of business. The win affirms Scan's position as a market leader in the Southern African exhibition and visual communications industry."



Scan has always been committed to exhibitions as part of its own marketing mix.

Historically the company has achieved an excellent return on investment at Markex and this year was no different. Justin says: "Many of our existing clients popped in to see our stand and we made contact with a large number of prospective clients who were impressed by our stand."

Scan's award-winning stand will be on show again at Markex Cape 2006 at the Cape Town International Convention Centre from 26 to 28 July 2006.

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## Scan Display



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