

Richard Gee

From: Brandstand & POPSmart [noreply@popsmart.co.nz]
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To: richard@geewiz.co.nz
Subject: Brandstand & POPSmart March Newsletter



Brandstand March Newsletter

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Zafferoni - Relocatable Mall Display Stands

Zafferoni are a newly established company specializing in Persian Food Products, which are respected world wide for their premium quality. Their range includes Persian Dates Pistachio Nuts and Saffron.

Vahid Biggy (Director) presented us with a challenge, to design, build and install high impact sales stations for 7 different locations. The project included the creation of Brandstand style "stop-'em in the aisle and drag-'em-in" Graphics. The systems also had to be portable and re-usable. The design had to incorporate enough storage to hold stock for daily over the counter sales. Just one little catch, We only had 3 days from brief to delivery!



Portable Mall Display using Curved Demonstration Tables and Double Sided Poster Stands

With the usual BrandStand "Can-Do" attitude our designer put his finger to the mouse and designed the stands and created the graphics. After fast and decisive client approval, our production team put their knives to the whetstone and manufacturing commenced (this included 36 individual sales stations and 20 Posta Stands). Hey what else were they going to do on the weekend before Christmas?

On the Monday morning, as the first sparrow farted we completed the install at all 7 Westfield locations. Maybe you ate a soft honey sweet Persian date or munched salty Persian Pistachios or rice and curry or

sweetmeats flavoured with saffron purchased from a Zafferoni mall stall over Christmas, good wasn't it?

BrandStand International - Who are they?



Another Big Mural for the New Zealand market coming off the Dye Sublimation rollers! (Overseen by BrandStand International Managing Director Ralph Canaphany from Sydney).

BrandStand International is the major supplier of our Portable Display & Exhibition systems and Relocatable Outdoor Signage and Presentation Systems.

Originating in Australia, the company moved its whole operation to Guangzhou, China in 2001 where it now manufactures its range of products. This enables the company to provide a full range of European quality products at very competitive prices!

BrandStand Internationals MD Ralf Canaphany says, "Unlike the prevalent Chinese philosophy on price being the most important factor, we don't want to be the cheapest, we want to be the best at the best price." A philosophy which is gaining BrandStand's products new customers worldwide everyday.

BrandStand International has over 25 distributors throughout the world located in Canada, USA, Holland, UK, Australia, India, throughout Asia and the Middle East.

BrandStand's range includes Banner Stands and Display Walls, Bill Boards, Flags, Retail Signage, Merchandising & Exhibition Systems.

Other capabilities include:

- Dye Sublimation printing of images on to lightweight fabric up to 2.4mtrs wide by forever long
 - In-house 3-Dimensional rendering of exhibition stands and custom-made designs
 - 5 -7 day turn around (including transit time) of Dye Sub and Inkjet printed graphics and display stands to anywhere in the world.
 - Customised and custom-made display stands
- BrandStand (NZ) was one of BrandStand's first dealers (Aussie Cousins and all that) and is proud to be a part of the international dealer network since it allows us to:
- Source a full range of quality display products from a reputable international manufacturer and brand
 - Maintain our competitive edge in the New Zealand market
 - Keep up to date with the latest international display trends and products
 - Provide overseas support to NZ companies presenting at international venues



The Factory building is only 18months old and includes modern living quarters for all staff as well as ample room for expansion.

BrandStand NZ MD Stuart McNeil recently visited the production facility in China to see the latest product developments and innovations to assess their relevance to the Australasian market.

Upon his return Stuart said, "We might be in daily contact with them via Skype and email but nothing beats being there to feel the energy and see the innovation which is making BrandStand grow. It's a real East meets West recipe where the whole becomes greater than the two parts. Whilst there I was told that on a per head of population basis, we are the most successful distributor Brandstand has. So apart from the chopsticks/cornflakes incident I had a great trip and came back



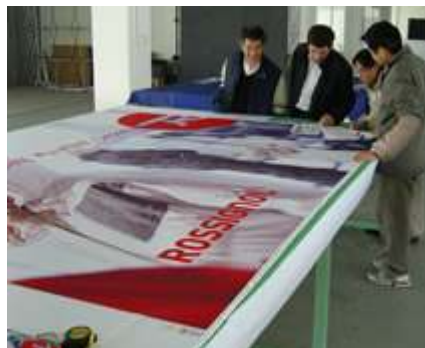
Brandstand production staff being brought up to speed on the latest product developments.

knowing that we are looking into a bright future."

New Service: Dye-Sublimation BIG Fabric Banner Printing

As a natural product development, Dye-Sublimation printed fabric images are now available as indoor / outdoor banners at incredibly competitive prices! We first realized there was a market when a client wanted, due to a limited space situation, to Velcro-fix one of our Big Mural images directly onto his exhibition stand wall at a show in Germany. The great thing was that the 3m x 2.3m image weighed only 2.5 kg and went in a 250mm square x 60mm bag in his briefcase!

What is Dye-Sublimation? Dye sublimation is the process where images are transferred from a host media onto a fabric substrate using heat, pressure and specially formulated dye-sublimation inks. The system turns the dye sublimation ink pigments into a gas which migrates from the host media and permeates the fibres of the fabric to create a permanent lightfast, colour-true, lightweight, washable image.



Rossignol Fabric Dye Sublimation print about to be finished and shipped to Canada for a World Cup skiing event.

What are the benefits of Fabric Banners printed using Dye-Sublimation?

- The colour quality relative to the price. There is no better method for gaining true image quality and colour vibrancy on to a fabric.
- The image permeates into the fibres of the fabric, therefore it will never crack or peel off unlike surface coating inks .
- Dye-Sub Fabric prints can be used both indoors and outdoors.
- Fabric banners are light-weight and can be folded into small packages for easy transportation (unlike traditional PVC banners which have to be rolled up and carried as a heavy tube package).
- Wrinkles can be steamed out with a hand-held steamer or the banner can simply be thrown in a dryer for a few minutes.
- Set-up costs for dye-sublimation are low compared to other methods of printing. Therefore dye-sublimation is the way to go when full colour and low quantities are required.

BrandStand's State of the art technology makes full color fabric banners more affordable than ever! We print up to 2.4m (8ft) wide by any length without a seam and offer a 7 day production time.

> [Please e-mail or call us for quotations and to find out more!](#)

The Big "Banner Stand" Amnesty!!!

We are always being asked if we can repair or replace banner stands supplied by other manufacturers. These customers have usually been let down 'in the field' by low quality units with poor under-spec retraction springs or bodies, sometimes both.

"They may be light but that's because they don't have much metal where it counts"

WE WANT THESE UNITS OUT OF THE MARKET because they are giving banner stands a bad name!!

During the months of March & April we will replace your Non-BrandStand branded banner stand and supply a BrandStand Banner Stand with a new digitally printed and matt laminated Banner installed FOR THE PRICE OF THE REPLACEMENT BANNER ONLY!



DOWNLOAD BROCHURE



Yes that means you get the Brandstand Premier Black or silver base banner stand free!!

So bring us the artwork and the old banner stand and a couple of days later you'll have a brand new one which comes with the Brandstand guarantee on workmanship and materials.

That's a brand new reliable banner stand in a carry bag with a digitally printed and laminated banner for only \$395.00 plus gst!

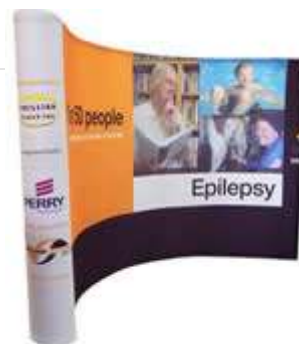
[> Find out more about the Premier Banner Stand](#)

[> Make an enquiry](#)

Curved BIG MURAL sell out!

We all make mistakes.....

Currently we are overstocked in Curved Big Murals so are having a Clearance Sale. Purchase a curved Big Mural in March or April and receive 20% off the list price OR a free 850mm wide x 2133mm tall Bannerstand!



[> Find out more about the Big Mural](#)

[> Make an enquiry](#)

The A-Z for Exhibitors

C. Choosing the Right Exhibition or Trade Show

To ensure you make the most of an exhibition as a marketing tool it is vital that the actual exhibition chosen fits with your client's or prospect's profile. Some of the things to take into account when selecting an appropriate exhibition are:



- The list of current or past exhibitors - see if your competitors or suppliers of related products are involved
- Feedback from customers that have attended the trade show in the past
- Demographic and visitor statistics from previous events
- Promotional activities that are being employed by the exhibition organiser to target your potential clients and target markets
- Industry endorsements and other references to ensure the exhibition organisers are reputable
- Feedback from companies who have exhibited at the show in the past
- Sales and inquiry statistics from past shows to help ascertain what your return might be for what is often a substantial investment.

You'll find more on measuring your return on investment in a later issue.

Don't be Daunted by the prospect of Exhibiting either here or offshore.



We have Barry Denton, our in-house expert with over 30 years of experience in the Exhibition Industry. Barry will help you with Exhibition Selection, Exhibition Stand Selection, Exhibition stand design, Training your staff how to generate qualified leads at the exhibition and advise on lead follow-up systems.

Barry is used by New Zealand Exhibition Organisers to present seminars on how to sell

at exhibitions, to their exhibitors. Over the past 30 years he has trained over 50,000 people. He also has a vast knowledge of offshore exhibition venues and practices which has proven invaluable to first time off shore exhibitors.

We offer this wealth of knowledge to help you to get the most out of your shows.
Just call Barry Denton on 09 415 4090 to discuss your project.

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www.brandstand.co.nz - Phone +64-9-415 4090 - Freephone 0800 10 99 88
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