

case study ::: no. 14

Siemens Water Technologies



Siemens Water Technologies (formerly USFilter), an industry leader in water filtration products and services, desired an alternative to hauling enormous and heavy pieces of equipment to showsite. The reason was to eliminate the freight and drayage costs associated with this policy and find a more cost-efficient means to maintain delivery of product messages.

Our solution, working with the client's product specialists and engineers, was the development of a series of detailed scale models that can be displayed at showsite allowing potential customers to learn product features and benefits in a more comfortable space. The reduction in space requirements led to cost savings in exhibit space costs, carpet, etc. These savings allowed further investment in upgraded exhibit elements to support the product and brand messages.

Since the start of this strategy, we have designed over twenty (20) scale models for over eight (8) different business units. The significant savings have delivered considerable increases in showsite customer interaction and notable gains in leads generated; which after all, is often the ultimate objective of industry event participation.

