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Sandvik at IMTS

CLEAN LINES, POWERFUL DISPLAY

1 (800) 247-4302
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Challenge

To share the new tools and unique solutions Sandvik developed for today's business while offering a sneak peek at what business of the future could look like at the International Manufacturing Technology Show.

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Solution

A clean layout with minimal colors and strategic materials to create simple yet powerful architecture, and interactive demos and displays to capture Sandvik's complex and sophisticated products and ideas for the future.





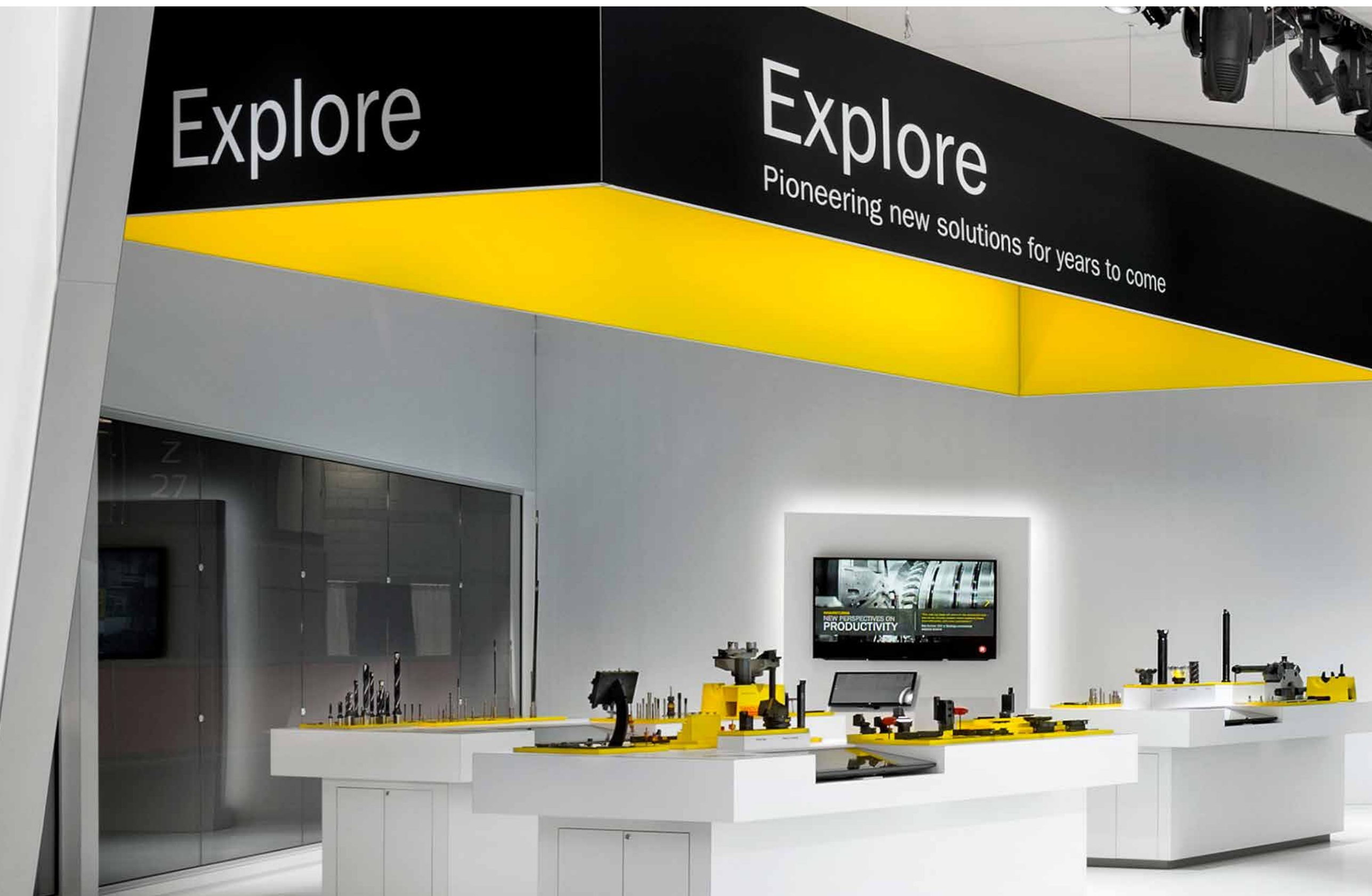
We used both live and live-streamed demos to educate attendees on Sandvik's product line. Our interactive tooling displays were a big hit, allowing customers to handle the tools, look up information and have questions answered by Sandvik's yellow coat experts.

We also created an interactive metal cutting game, where visitors could challenge their friends and test their knowledge.

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The Future of Manufacturing area launched Sandvik's Looking Ahead campaign and featured a video that showed how future innovations could impact their customers.

The exhibit was named a bronze winner for Best Use of RFID/NFC/BLE at the 2015 Technology Awards, the world's largest and most prestigious awards program for the use of technology in experiential marketing.



Say hello.

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