

# Scan Display takes top honours at Markex

Issued by [Scan Display Solutions](#)

8 Jun 2005

Scan Display Solutions has won the Large Stand award at this year's premier marketing and promotions show, Markex. The award was announced by show organiser, Exhibitions for Africa, at its exhibitor cocktail party last night.



The prestigious award reaffirms Scan's position as a market leader in the exhibition and display industry. This is the third time that Scan has taken top honours at Markex: in 2003 they took first prize and last year they came second at the Johannesburg show and first at the inaugural Cape show.

Justin Hawes, Scan's Managing Director is thrilled with the result: "What makes this achievement even more significant is that we are judged against our competitors, who also exhibit at Markex. The quality of exhibits at this year's show was fantastic and we were up against some stiff competition."

Scan's team of exhibition architects and designers has worked hard to create the company's award-winning stands year after year. They push the boundaries to come up with new and innovative ways to showcase the company's products and services.

This year the team was inspired by what they saw at leading global retail show, Euroshop, in February. Scan took a seven-member delegation to the show in Düsseldorf, Germany and they applied a number of the Euroshop lessons to their Markex stand.

The hospitality section of the stand was raised on a 1.5 metre platform, creating a sense of height and capturing visitors' attention. The upstairs section was draped in fabric and provided an inviting sanctuary for visitors to take a break from the show.

This year Scan used complementary colours, turquoise blue and orange, to striking effect. The stand's innovative lighting also changed from blue to orange, showing how lighting changes can alter mood.

Justin Hawes concludes: "We really believe in the power of exhibitions and Markex always generates excellent business for us. Of course, it is also great to be acknowledged for innovation and the award is the cherry on the top!"

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## Scan Display



Scan Display is a leader in the African exhibition, events and display industries, specialising in award-winning exhibition stands, exhibition and event infrastructure, mall activations and display products.

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