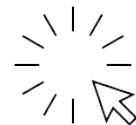


Discover how Gala Cosmetici has revolutionized its trade show booth with a modular and eco-sustainable design.



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The index is interactive ;)



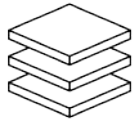
The Project

The booth

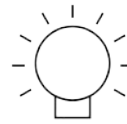
A custom trade show booth, easy to assemble and fully recyclable, designed to reinforce Gala Cosmetici's sustainable identity at Cosmopack 2023 and beyond.



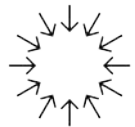
Features



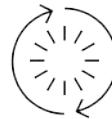
Eco-friendly modular stand, made with honeycomb cardboard panels, Green Cast[®], and Linoleum[®].



Easy assembly without special tools, ideal for large exhibition spaces.



Customizable design with color options and direct UV printing for branded graphics.



Use of the same stand for three consecutive editions, reducing environmental impact and overall costs.

The background of the slide is a vibrant yellow with a white, textured pattern that resembles thick, expressive brushstrokes or splatters. The pattern is dense and covers the entire area, creating a dynamic and artistic feel.

The challenge

Who was our client?

Gala Cosmetici is an Italian company specialized in the production of certified natural and organic cosmetics, with a strong commitment to sustainability and the use of natural raw materials.

The company stands out for its ethical and responsible approach, promoting beauty and wellness through eco-friendly practices.



What challenge did they present to us?

Gala Cosmetici was looking for a trade show booth that was not only sustainable but also easy and quick to assemble, to reduce time and associated costs, without compromising on aesthetic quality and alignment with the brand's values.

What did they request from us?



Low environmental impact

The goal was to create an exhibition space that conveyed the company's commitment to eco-friendly practices and the use of natural raw materials, while minimizing the environmental impact of the stand.



Modular and efficient

Gala Cosmetici was looking for a modular stand, easy to assemble and reusable for multiple events, optimizing both time and costs.



Customizable design

The stand needed to be aesthetically customizable to adapt to different trade shows, while maintaining consistency with the brand's identity.



Reusable and versatile

The company aimed to achieve a return on investment in terms of brand image and economic efficiency. Reusing the same stand for multiple trade shows was intended to result in significant long-term cost savings.



The solution
offered

Circular approach

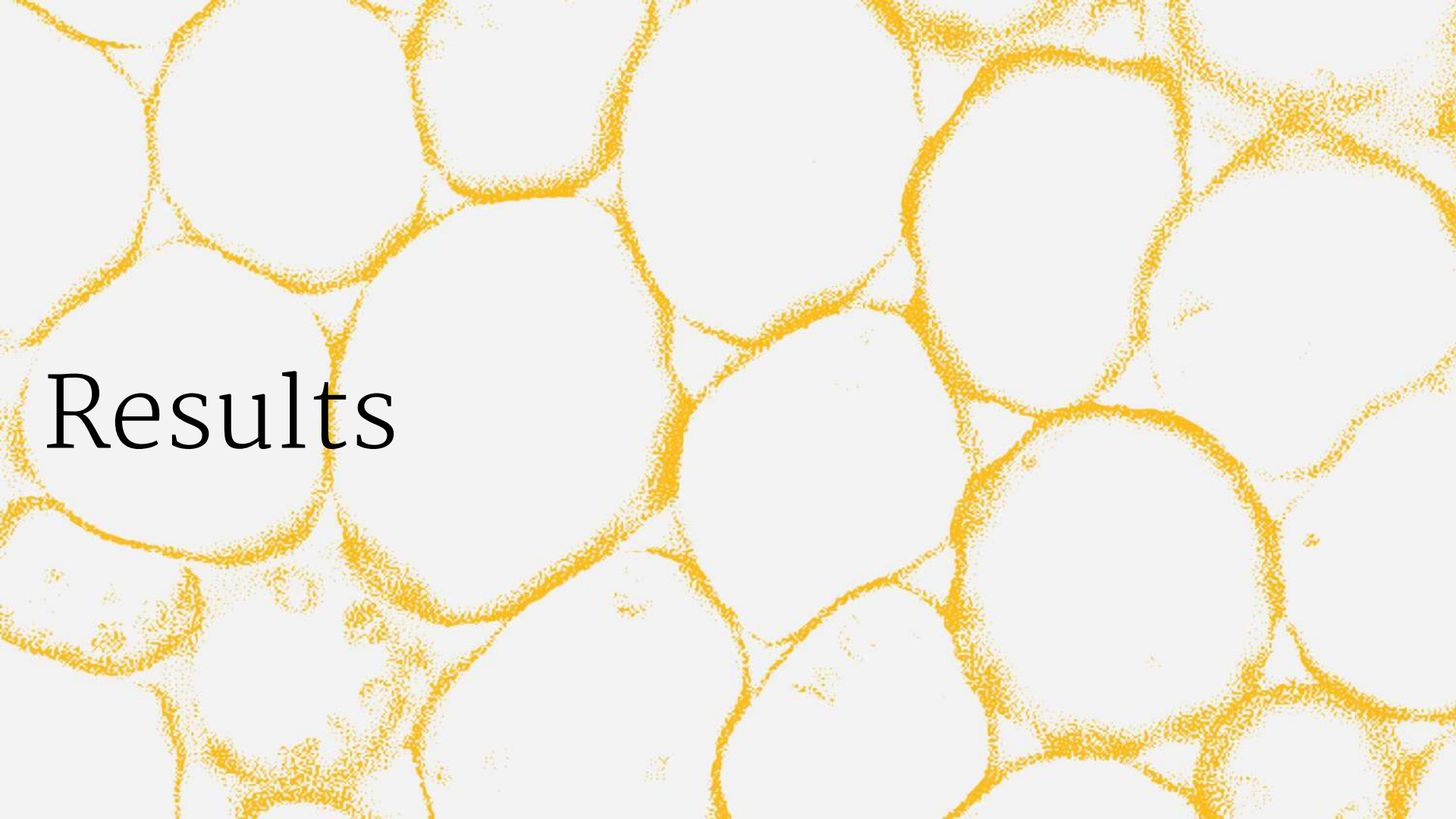


Materieunite designed a modular stand made of honeycomb cardboard, Green Cast®, and Linoleum®, featuring modular panels that allow for quick installation and full customization of the design.

Circular approach

The ability to reuse the same stand for multiple events ensures a cost-effective and sustainable long-term solution.





Results

Results



→ Use of 100% recycled and recyclable materials, with an optimized lifecycle for sustainability.



→ Significant cost reduction due to the reuse of the stand for three consecutive editions.

Client testimonial



“Materieunite successfully translated our sustainability mission into a modular stand that captured the attention and appreciation of visitors, while simultaneously reducing our environmental impact.”

Adriana Cicoria

Head of Marketing & Trade Development, Gala Cosmetici

Do you want a sustainable and modular trade show booth that perfectly suits your needs?

Request a free quote today to find out how we can help you bring your project to life.

Book a meeting

