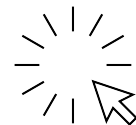


Discover how myfamily created a modular and eco-friendly booth for the Global Pet Expo 2024.



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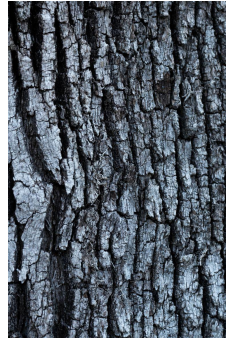
The index is interactive ;)



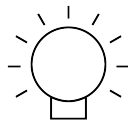
The project

The booth

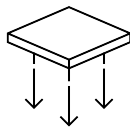
A cutting-edge trade show booth that is easy to assemble and fully recyclable, designed to showcase MyFamily products and reduce environmental impact.



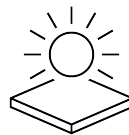
Features



Modular booth made of 100% recyclable cardboard, fire-resistant and compliant with international safety standards.



Easy assembly, manageable by the client thanks to intuitive instructions and remote assistance.



Elegant Italian design that enhances MyFamily products and ensures a strong, professional visual impact.

The background of the slide is a dense, abstract pattern of yellow and white paint splatters. The splatters vary in size and shape, creating a textured, energetic look. The yellow is a bright, saturated color, while the white provides a stark contrast.

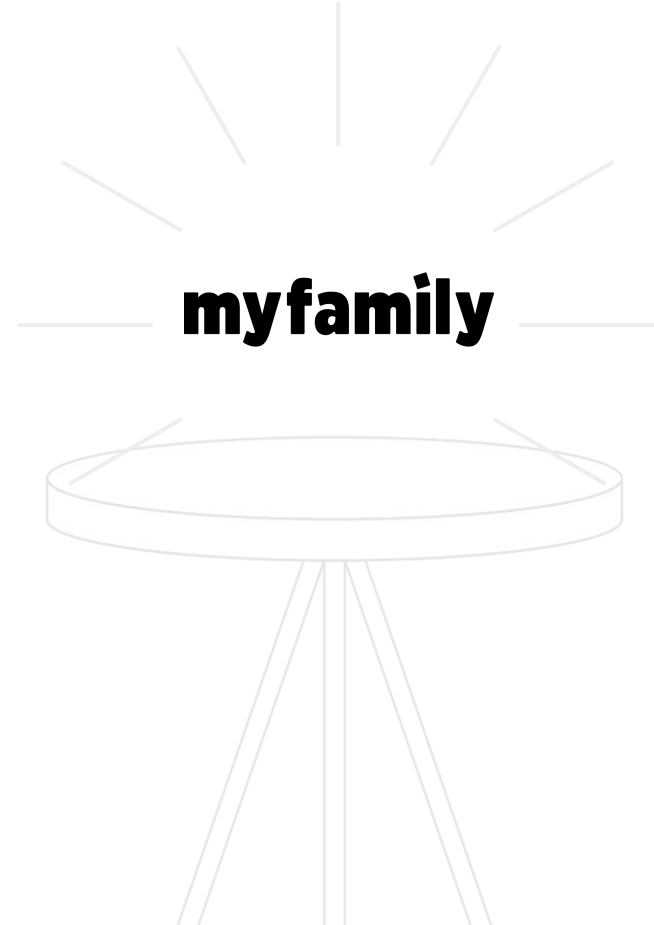
The challenge

Who was our client?

MyFamily is a leading company in the PET sector, with over 14 years of experience in manufacturing pet accessories such as tags, collars, and leashes.

Founded in Italy, the company has expanded its international presence with a branch in the United States, demonstrating steady growth and a commitment to increasingly ambitious projects.

MyFamily is known for its distinctive Italian design and the quality of its products, which combine functionality and aesthetics while maintaining a strong commitment to sustainability.



What challenge did they present to us?

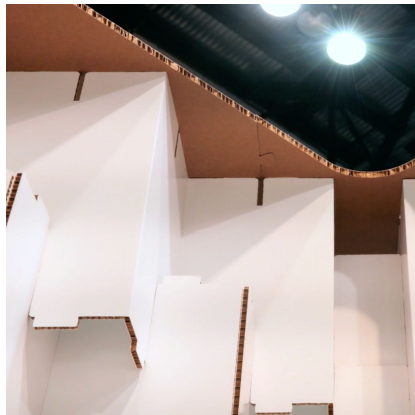
MyFamily was looking for an eco-friendly trade show booth that was easy to assemble and reusable for different fairs, all without compromising on design quality and product presentation.

What did they request from us?



Sustainability and innovation

The booth had to reflect MyFamily's commitment to sustainability, using 100% recycled and recyclable materials, in line with the company's environmental values.



Ease of assembly and disassembly

It needed to allow MyFamily to independently manage the setup in different locations without the need for continuous technical support.



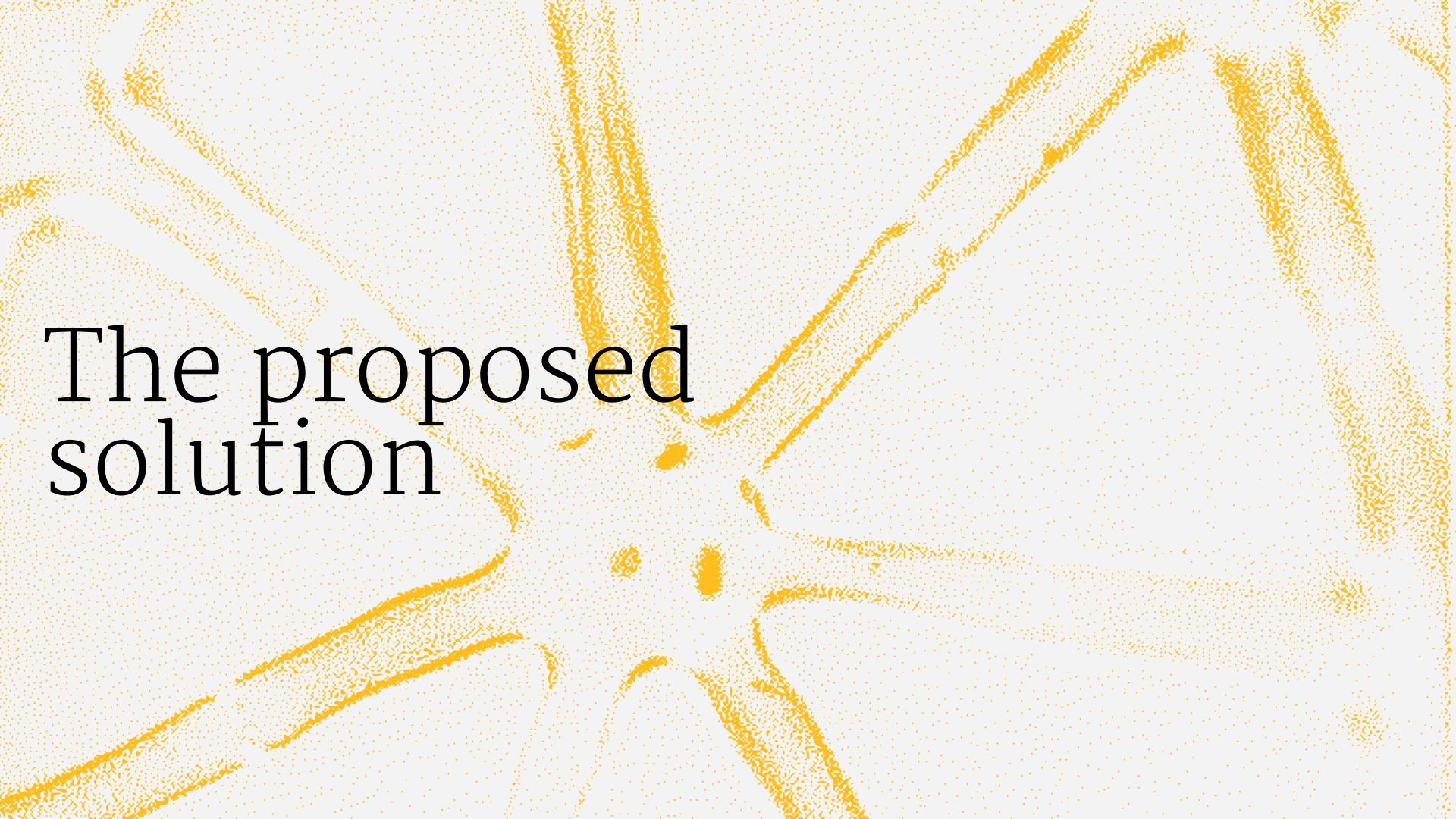
Reusability and versatility

Ensure the durability and reusability of the booth for various trade shows and events, thereby reducing environmental impact and optimizing the economic investment.



Italian design and functionality

Integrate the elegance of Italian design with practical functionalities, such as compatibility with standard pallets to facilitate shipping and ensure safety during the exhibition.



The proposed solution

Circular approach

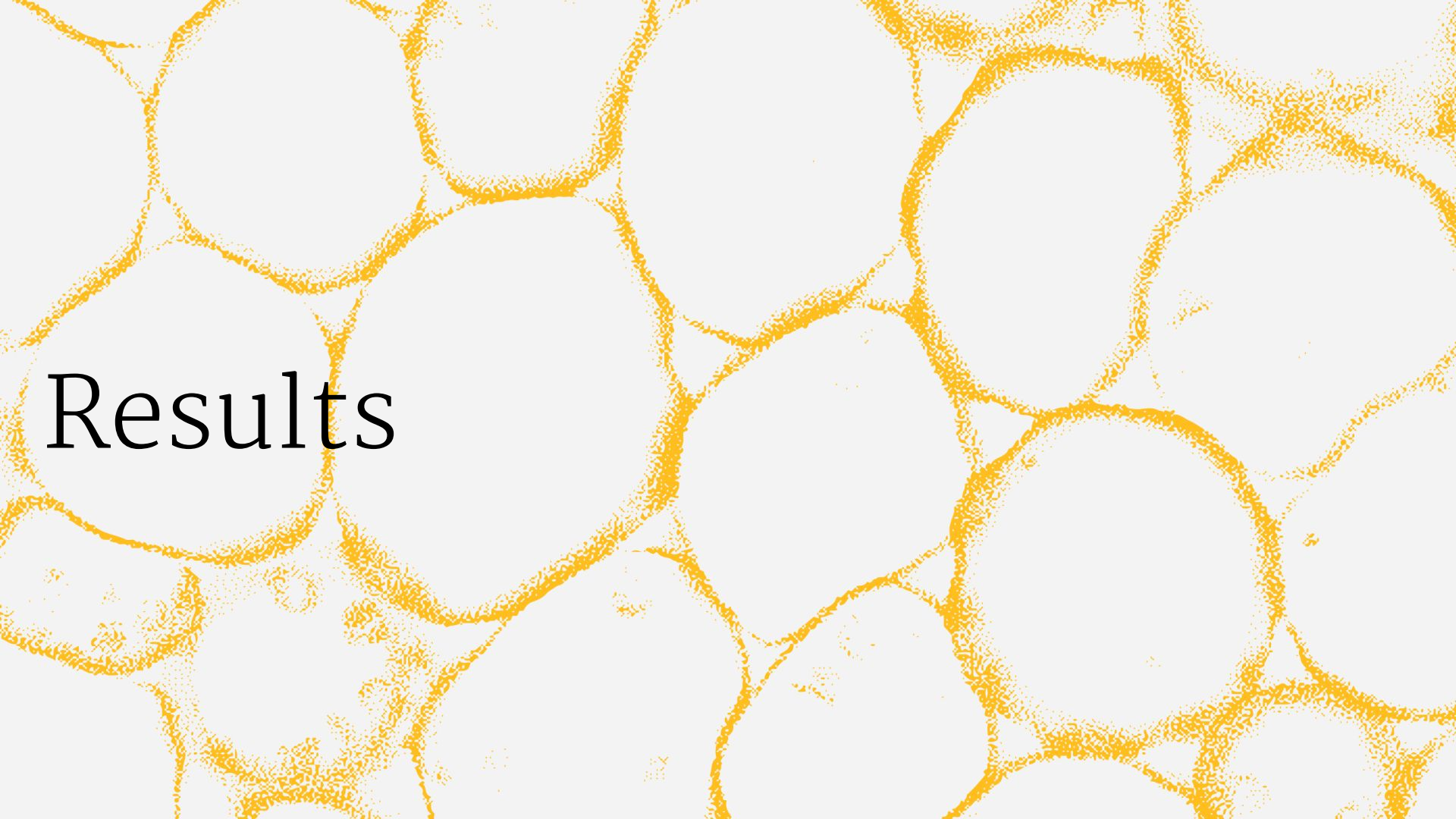
Materieunite designed a modular booth made of recyclable cardboard that is easy to assemble and disassemble.



Circular approach

The designed booth is compatible with standard pallets for shipping and can be reused for multiple events, reducing environmental impact.





Results

Results



→ Significant cost reduction thanks to the reusability of the booth for multiple trade shows.



→ Ease of management and independent assembly, which allowed MyFamily to save time and resources during trade shows.

Customer testimonial



“Thanks to Materieunite, we were able to create a booth that not only reflects our sustainability values but is also extremely practical and versatile.”

Marco Boccellato

Product Design Manager, My Family Srl

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

Contact us today to find out how we can help you bring your project to life.

Book a meeting

