

Green at EXHIBITOR2008: Planting the seeds of the future

It was hard to pass on a moment of Zen at the Access TCA booth, where behind bamboo screens, a professional masseuse did wonders to tired fingers and fish floating around flat screens brought a surreal feeling of tranquility amidst show chaos. Ten minutes later, even the most exhausted visitor would become receptive to the rest of the elements in this oasis of green: accent lamps made of ginger ale bottles, recycled tile floors, reusable constructions. Vases were made from former engineering blueprint paper. Furniture? It was rented.

On a smaller scale, Showcraft and PosterGarden were good examples of using sustainable elements in the actual booth. Both featured a reusable modular system, 100-percent recycled and recyclable fabrics and low-VOC paints.

This graph in a lobby display at EXHIBITOR2008 says it all: interest in going green is huge and growing. Taking the concept a step further, Green Events Source presented the Bambooth, constructed of renewable bamboo and recycled metal and personalized with eco-friendly banners and high-recycled-content, eco-resin panels.

Engineering innovations Among specific solutions that can be qualified as green, it was hard to miss Brumark's new TraxFlex Hardwood Flooring System, which also happened to win a Buyers Choice Award. The 3/4-inch, solid hardwood floor installs on patented, spring-mounted plastic tracks for quick installation and dismantles with no tools. TraxFlex also resists normal wood shrinkage and expansion caused by changes in temperature and humidity, so it can be used indoors or in covered outdoor areas. Brumark also introduced BruCork, a durable and low-maintenance cork flooring with a patented tongue-and-groove installation system requiring no adhesives. The flooring is made from the renewable bark of cork oak trees in a completely environmentally friendly manufacturing process, making it 100 percent green.

Even if the actual impact of the green movement is still somewhat unclear, the fact that tradeshow suppliers and builders are thinking in that direction is already a good sign. As Lee Knight, EXHIBITOR magazine editor-in-chief, pointed out in his recent editorial, "Today, nobody really knows what green really means – no common standards exist. Each client and supplier provides its own definition to its own satisfaction."

As the movement matures and some kind of specification is established, it will be harder to use the green theme as a marketing vehicle and the eco label will have a measurable meaning. Maybe at some point in the future, green will become a way of life.

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About PosterGarden

Located in the Pearl District of Portland, Ore., PosterGarden is an innovative, customer-focused leader in the tradeshow and event display products industry. Offering uniquely simple experiences, PosterGarden carries a full line of display products, including retractable banner stands, popup booths, tabletop displays and accessories. The company also offers a comprehensive suite of graphic design services, and prides itself on a stellar record of customer satisfaction. To learn more about PosterGarden, please call 1-800-707-0204, or visit www.PosterGarden.com.