

STURE EXHIBITIONS & EVENTS AB

ACCELERATING TRADE SHOW/EXHIBITION BOOTH DEVELOPMENT WITH SOLIDWORKS VISUALIZE



Sture Exhibitions & Events relies on SOLIDWORKS Visualize software to create the realistic visualizations of exhibition booth design concepts that are important aspects of the company's sales and marketing effort.



Challenge:

Standardize on a single rendering and animation solution to ensure compatibility and consistency with an exhibition booth design platform, and thereby streamline and shorten development time.

Solution:

Implement SOLIDWORKS Visualize as the standard rendering and animation solution.

Benefits:

- Developed several rendered concepts in less than an hour
- Built subcontracting and rendering business
- Grew revenue year over year
- Facilitated changes, production, and assembly

Sture Exhibitions & Events AB is a leading Swedish designer and manufacturer of booths and demonstration spaces for use at trade fairs, shows, exhibitions, and expos. Founded more than 70 years ago, the company has established itself as one of the leading suppliers within the trade fair and exhibition industry. It serves as an event partner by designing, building, managing trade shows with a hundred booths or more, and by creating brand interiors, offices, and showrooms. In addition to quickly designing, fabricating, and assembling exhibition stands ranging in size from small spaces to gigantic structures of several thousand square feet with multiple floors, Sture provides related marketing, branding, and graphics production services.

The trade show booth manufacturer works with individual companies and also partners with several trade show organizers to provide creative and technical advice, as well as turnkey booth services to accommodate all exhibitors at a specific trade show. Sture partners include professional architects, high-quality production houses, and leading advertising and marketing agencies.

Realistic visualization of exhibition booth design concepts is an important aspect of the company's sales and marketing effort. While the company uses Trimble® SketchUp® modeling software to design booths and support production, it also needs 3D photorealistic rendering and animation capabilities to communicate and demonstrate design concepts to customers, according to 3D Visualizer and Designer Ulf Grapensson.

"Our project managers like SketchUp because they want to sketch something quickly and easily, but a drawing is not good enough to present to customers," Grapensson explains. "Our customers want to see how their particular booth will actually appear before placing an order, so we need to be able to import sketches into a visualization tool and efficiently create a photorealistic image of the design."

Until 2011, Sture designers used a variety of 3D rendering packages. Grapensson says that's when data compatibility and consistency issues prompted the company to standardize on a single design visualization package. "We tested three rendering software solutions: Artlantis®, V-Ray®, and SOLIDWORKS® Visualize," Grapensson recalls. "We dug deeply into these packages to evaluate the crispness of the rendering, the intuitiveness of the software when generating an image, and the ease of making adjustments."

Following that assessment, Sture standardized on SOLIDWORKS Visualize software. "The process of taking a drawing file directly from SketchUp, creating an image, and making modifications was straightforward and efficient with SOLIDWORKS Visualize," Grapensson says. "After evaluating SOLIDWORKS Visualize, we didn't need to look at anything else."

FASTER IMAGERY, MORE MEMORABLE PITCHES

Since standardizing on SOLIDWORKS Visualize software, Sture has streamlined its concept development and presentation processes—compressing its sales cycle—while simultaneously enhancing the quality and impact of its proposals. "We do a lot of pitches to different companies," Grapensson notes.

"Once we get the specifications, a designer, or sometimes a project manager, draws up a concept, which we take into SOLIDWORKS Visualize," Grapensson continues. "The software allows us to quickly make the proposal pretty—even using panorama-style renderings or walk-through animations—and produce pitches that are more compelling and memorable. The efficiency that we've realized with SOLIDWORKS Visualize software enables us to respond to last-minute projects with the same high levels of quality, generating a photorealistic image in less than an hour, when necessary."



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— Ulf Grapensson, 3D Visualizer and Designer

SUPPORTING BUSINESS GROWTH

The ability to streamline, accelerate, and improve its proposal development process with SOLIDWORKS Visualize software contributes to Sture's business growth and development. "With SOLIDWORKS Visualize, we're able to pitch and win more projects, and have also established a growing subcontracting and rendering business," Grapensson stresses.

"Our revenue continues to grow year over year, and the adoption of SOLIDWORKS Visualize has been an important factor," Grapensson continues. "We're seeing more sales, and because the people that we work with are impressed with the quality of the imagery that we can create so quickly, marketing and advertising firms come to us to create renders or manage projects as a subcontractor. By helping us develop new lines of business and compress the sales cycle for our traditional services, SOLIDWORKS Visualize is helping us to grow Sture."



With SOLIDWORKS Visualize software, Sture can create the highest-quality images in the shortest amount of time, prompting the company to standardize on the solution to support business growth.

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FACILITATING PRODUCTION AND ASSEMBLY

In addition to accelerating proposal development and supporting an ancillary rendering service, SOLIDWORKS Visualize facilitates Sture's design change, production, and assembly processes. "Clients generally want things to be their way and often want to make changes, sometimes late in the process," Grapensson explains.

"With images created in SOLIDWORKS Visualize software, it's faster and easier to communicate customer changes to manufacturing," Grapensson says. "The software facilitates construction and assembly because the skilled craftsmen who build our stands get both a drawing and a 3D rendering of what the stand will look like, resulting in projects that are 100 percent correct. It's pretty awesome."

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