

Case Study: ARC UK: Post April Tradeshows

Reimagining Exhibition Excellence with Show-Stopping Cardboard Engineering

ARC UK – at the Forefront of Sustainable VM Innovation and Franchise Augmentation by creating a bold fusion of creativity, engineering, and environmental responsibility.

ARC UK’s recent trade show presence attracted a huge amount of attention and redefined what’s possible in exhibition design.

Overview

ARC UK’s recent appearances at two major industry trade shows marked a defining moment in sustainable exhibition innovation. Far from conventional, the stand became a focal point of conversation, admiration, and inspiration – drawing consistent praise from visitors, industry professionals, and high-profile figures alike.

At the heart of this success was a visually striking, concept-driven installation: an imaginative fusion of a golf shop and a chip shop, brought together into one unforgettable experiential space. This bold creative direction showcased the full breadth of ARC UK’s design expertise, print precision, and advanced cardboard engineering capabilities... demonstrating what happens when imagination meets technical mastery.



Case Study: ARC UK: Post April Tradeshows

An Unmissable Presence That Delivered Impact

Occupying a **24 m² footprint**, the stand expanded into an impressive **108 m² total surface area**, enclosing an **internal volume of 72 m³**. Every element was meticulously designed to maximise visual impact while maintaining structural efficiency and sustainability.

The project was led by the ARC Design Studio in collaboration with VP Ross Snell, resulting in a highly detailed and scalable solution comprising **104 individually engineered cardboard components**. From initial artwork creation through to cutter guides and assembly instructions, every stage was executed with precision to ensure seamless production and installation.

Using advanced print and cutting technologies – including **Fujifilm Acuity Hybrid Roll and Flatbed Systems** alongside **Zünd Digital Cutting Platforms** – ARC UK achieved exceptional consistency and quality across all components. The team managed the full lifecycle of the stand, from production and delivery through to installation and dismantling across both events.

A Defining Moment: Industry Recognition



A standout moment came with a visit from retail entrepreneur and investor **Touker Suleyman**, who engaged directly with ARC UK's Senior Client Relationship Manager, **John Perrott**.

During the visit, Touker expressed strong admiration for ARC's innovative approach, and particularly the **Pro Board Services** solution. His feedback reinforced a growing industry consensus: sustainability is no longer optional; it is essential.

He was especially impressed by the stand's **“visual impact and its repurposing capability, which is a critical differentiator in a sector traditionally reliant on waste-heavy materials such as MDF, timber, and metal frameworks”**. ARC's Pro Board system offers a reusable, recyclable alternative that significantly reduces environmental impact while maintaining exceptional design quality.



Case Study: ARC UK: Post April Tradeshows

Sustainable Innovation Without Compromise

ARC Pro Board Services represent a step-change in exhibition and retail display solutions. Engineered for circular use, the system enables brands to reuse, reconfigure, and repurpose assets across multiple campaigns and locations – perfectly aligning with evolving ESG commitments.

Key Benefits:

- Up to 60% cost savings compared to traditional build methods
- Rapid installation and dismantling, reducing labour time
- Lightweight portability, minimising logistics costs
- Global scalability, ensuring consistent brand execution worldwide
- This combination of environmental responsibility and operational efficiency positions ARC UK as a leader in modern exhibition strategy.

Global Capability, Local Impact

Supported by ARC UK's global network, brands benefit from consistent, high-quality execution across international markets. Whether for retail environments, exhibitions, or showroom installations, ARC ensures complete brand control – delivering the same visual excellence wherever it is needed.

Setting a New Benchmark

The overwhelmingly positive response across both trade shows highlights a clear shift in industry expectations. Businesses are actively seeking smarter, more sustainable solutions... without compromising creativity, impact, or performance.



Case Study: ARC UK: Post April Tradeshows

ARC UK's presence didn't just meet and exceed these expectations, it set a new benchmark.

For organisations looking to future-proof their exhibition and visual merchandising strategies, ARC Pro Board Services offer a powerful proposition: sustainability, innovation, and global execution in perfect alignment.

Targeted Industry Sectors

Built for Maximum Multi-Industry Impact...

ARC UK's Pro Board Services are designed for versatility, delivering measurable impact across a wide range of industries:

- Retail**
 Transforming in-store environments with dynamic, sustainable visual merchandising solutions that enhance customer engagement and drive conversion.
- Exhibitions & Events**
 Creating immersive, high-impact exhibition stands that capture attention, maximise footfall, and deliver measurable ROI.
- FMCG**
 Supporting high-volume product launches and promotions with scalable, cost-effective display systems designed for rapid deployment.
- Luxury Goods**
 Delivering premium, design-led environments that reflect brand prestige while meeting growing sustainability expectations.
- Automotive**
 Enabling experiential showroom displays and product launches that combine innovation, storytelling, and precision engineering.
- Technology**
 Showcasing complex products through intuitive, visually engaging environments that simplify messaging and highlight key features.
- Hospitality**
 Enhancing branded environments – from reception areas to event spaces – with adaptable, design-driven solutions.
- Healthcare**
 Providing functional, compliant, and visually clear environments that improve navigation, communication, and patient experience.
- Point of Sale & Visual Merchandising**
 Optimising retail touchpoints with strategic display solutions that influence purchasing behaviour and maximise product visibility.



Case Study: ARC UK: Post April Tradeshows

Closing Statement

ARC UK's approach demonstrates that sustainability and creativity are not competing priorities, they are complementary forces. By combining cutting-edge cardboard engineering with strategic design thinking, ARC is enabling brands to deliver impactful experiences with lasting value.

