

## **Skyline Exhibits Extends Capabilities Of Award-Winning Envoy® Exhibit System**

*Greater trade show display design possibilities abound upon Phase II release of Envoy, the new exhibit system designed to match the latest architectural and product design trends*

June 29, 2010 (FPRC) -- ST. PAUL, MINN – Shortly after its initial release in late 2009, Skyline's Envoy® Exhibit System won a Buyers Choice award for outstanding new product at EXHIBITOR2010, the exhibiting industry's largest event. "We were very excited about this product," stated Michael Vekich, Executive Chairman of Skyline Exhibits. "Winning the award confirmed our belief that Envoy could revolutionize the way that companies exhibit in their trade show booths."

"Event marketing continues to evolve," stated Julie Heck, Skyline's Director of Product Marketing. "Envoy directly answers the needs of today's exhibitors." A collaborative team of marketers, designers and engineers worked on the Envoy Project intent on developing an exhibit system that would accentuate client branding, seamlessly handle current technologies and facilitate human interaction. "The Phase II release allows us to do that on a grand scale," added Heck.

Envoy now brings design possibilities for trade show displays to a completely new level. New features allow for larger structures, more shapes and increased flexibility. Also new are a series of counters, accessories and a fabric that diffuses light so graphic panels can be backlit with reduced 'hot' spots.

"The nature of Envoy makes it so easy to design with," said Scott Roschi, Skyline's Creative Director. "Its deep frame provides a feeling of mass and virtually eliminates the need for external wires. And Envoy integrates with other Skyline products so we can utilize the strengths of other systems – like massive and lightweight fabric structures."

"Envoy, by design, is so streamlined that we are able to give clients very elegant, sophisticated solutions without losing any of the benefits that custom modular systems offer," added Roschi. "Compared to traditional custom, it installs much quicker, packs smaller and ships lighter. It really is the perfect mix of design appeal and exhibit performance."

Envoy's advantage is due to its modular design and lightweight materials – aluminum frame and fabric graphics versus heavier construction materials like wood and laminates. It's estimated that Envoy operating costs are 1/3 to 1/2 those of traditional custom exhibits of similar size and shape.

Like other Skyline structural systems, Envoy brings the flexibility to adapt to varying exhibit spaces. Components from larger exhibits can be used in smaller spaces at smaller shows. Conversely, components can be purchased – or rented – for a larger presence at major shows.

"Our goal was to design the industry's best system," concluded Vekich. "And I feel our team accomplished that."

To Learn more about Skyline's Envoy® Exhibit System visit:  
<http://www.skyline.com/new-products/Envoy-Exhibit-System/>

**About Skyline Exhibits:**

Skyline Exhibits is North America's leading brand of exhibit systems. Known for high-quality manufacturing, cost-saving portability, innovative functionality, creative design and exhibitor education, Skyline has nearly 100 Design Centers in North America and representation in 38 countries. The company manufactures a broad range of products for trade shows and events—from banner stands and pop-up displays to large custom modular exhibits. With 20 integrated exhibit systems, state-of-the-art production of large-format graphics and options for exhibit rental and services, Skyline provides exhibit solutions for virtually any size or budget.

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