

## **Trade Show Display Company Skyline Exhibits Wins Design Awards For Best New Exhibiting Products**

*Skyline, trade show exhibits company takes two of Six Awards at EXHIBITOR2010 Product Design Awards Event.*

October 25, 2010 (FPRC) -- ST. PAUL – Skyline Exhibits, a trade show booth company, has won two EXHIBITOR Product Design Awards honoring excellence in product design within the exhibit and event industry. New products winning the awards are the Envoy® Exhibit System and the Occasions® Custom Modular Table. “We’re excited to receive the awards,” stated Scott Roschi, Skyline’s Creative Director. “To impress that group of judges is very rewarding.”

This year’s competition was juried by highly esteemed industrial designers, Brett Lovelady, president and CEO, Astro Studios, San Francisco; Jeff Salazar, design director at San Francisco-based Lunar; and Joseph Ungari, vice president, Advanced Product Creation Center, T-Mobile USA, Seattle.

During EXHIBITOR2010, the trade show industry’s largest event, the judges examined entrants’ products considering, not only functionality, industry benefits and usefulness to exhibit professionals, but also overall exhibit design aesthetic. Judges touted the winning products as “highly functional” and “courageously inventive.”

Skyline’s Envoy® Exhibit System features a sleek frame, rounded corners and a concealed fabric connection system which results in a very contemporary and elegant custom look. Its modular construction allows for nearly any design along with the option to reconfigure for varying sizes of trade show exhibits. “Envoy offers the perfect combination of modern aesthetics and high-level functionality,” judges commented.

The Occasions® Custom Modular Table is designed to be lightweight and fold up surprisingly small, yet is full of features commonly found only on larger tables and workstations. “The versatility and flexibility of this product goes way beyond what you’d expect from a typical table,” judges noted.

“We feel the success of our product creation is directly attributed to our process,” stated Julie Heck, Skyline’s Director of Product Marketing. “Our project teams consist of Industrial and Exhibit Designers, Engineers and Product Marketers all working together to maximize appeal and performance.”

In the past two years, Skyline has also won back-to-back Buyers Choice Awards for Envoy® as well as its DesignView® Presentation System. In 2009, its Myriad® banner stand display, popular for its built-in merchandising capability, was also awarded the prestigious China's Most Successful Design Award.

### 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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