



Premier Displays & Exhibits, Inc. Launches New Line of Custom Display Units

Premier Displays & Exhibits has created a new line of rich customizable display units that serve as an alternative to conventional 10' x 10' tradeshow exhibits

Cypress, CA, August 27, 2007 --(PR.com)-- Premier Displays & Exhibits, Inc. of Cypress, California has created a new line of custom displays to replace conventional 10' x 10' pop-up displays. The units can be configured with multiple shelving alternatives to support a wide variety of product display solutions. Each unit is designed with a folding table, a folding three-dimensional logo header, a three-dimensional backlit company logo area, large graphic panels as branding opportunities and a 15" LCDTV driven by a DVD player for showcasing audiovisual sales presentations.

The interior shelves are illuminated with recessed halogen lighting and the surfaces of the units can be laminated with a wide array of finishes. The graphic and logo areas are modular so that they can be easily changed over time to display alternative product lines or brands. The 6 1/2' wide units have sliding doors that open up to 10' wide to cover an entire 10' draped wall. The unit is 6' high folded and 8' high once the folding logo header is fully extended.

The units are powered by one standard 120v outlet and are easily plugged in with a single step requiring no electrician's labor. Each unit has a large storage area in the rear and comes equipped with (2) stools and (2) folding literature racks that fit within the storage area.

The units are designed so that there are no labor costs associated with setting them up. They fit into one crate equipped with a folding ramp and have lockable wheels so that they can be rolled right out of the crate into the exhibit area by one person. Once in place the units are fully operational within 10 minutes. They easily fold and slide down to a size of 6 1/2' x 6' and roll into a single crate for protection during shipment.

Brad Lott of Premier Displays & Exhibits explains: "We found that there are many large companies who exhibit at smaller shows but are not comfortable using a conventional pop-up exhibit since the rest of their exhibit properties are all custom. They want to maintain consistency everywhere they exhibit and a flimsy pop-up just doesn't work for them. Up until now their only choice has been to build a custom 10' x 10' exhibit and set it up using show laborers just as they would with their larger booths."

"We came up with this design as a compromise between a custom exhibit and a pop-up and our clients love them. The new custom 10' x 10' units cost about the same to build as a higher end pop-up and share many of the same attributes. There is a higher shipping and material handling cost as compared to a pop-up exhibit however the benefits of showing something this custom far outweigh any additional costs associated with them."

The units are designed and built to order and require a 4 week lead time from concept to delivery. For additional information contact Brad Lott of Premier Displays & Exhibits by email: bradlott@premierdisplays.com or by phone: 562.755.1621.



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