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Elite Space At Saturday In Design



A milestone for the Dexion Commercial team was reached during August when the 2008 Elite Space range was launched at Saturday in Design, one of the premier design events in Australia.

This exciting annual event rotates between Sydney and Melbourne. It involves Australia's major furniture, finishes, fixtures and lighting showrooms opening their doors on a Saturday to allow architects, designers, students and design-savvy members of the public to enjoy the latest products in a showroom environment.

For companies without a showroom the organisers set up a large exhibition space at the historic Meat Market, Melbourne's latest contemporary art space. That's where the Elite Space display came to life!

According to Lee Turner, National Business Development Manager, the event was a success.

"Our aim for the day was to connect the Elite Space brand, and all that it has to offer, with architects and designers," he said.

"These are the people that specify office storage products for



major commercial fitout work. With over 1500 people viewing our display, we feel that the event was well worthwhile and we're looking forward to Sydney in 2009."

The display was a team effort with members of the sales and marketing team working closely with the product development team and the advertising agency to come up with an exciting visual presentation that highlighted the Elite Space brand attributes of colour, style and care for the environment. The theme for the current advertising campaign – 'express yourself' – was also used to set the direction for the display.

John Burne, head of Product Development, takes up the story.

"The project team really put in a huge effort to make the event a success. This innovative display is an example of the creative yet rational work the product development team is now engaging in," he said. "I really believe that we delivered a memorable stand and attracted a huge amount of interest from a highly influential section of our market as a result."

Working with powder coat supplier, Akzo Nobel, special colours were imported from Europe to showcase the wide range of colour and finish options on offer. A range of mobile pedestals featured high quality contoured cushions covered in complimentary fabrics. Very stylish!

Other products on display included a low-height version of the all-new mechanically assisted RolaFile, complete with a patterned vinyl-wrap finish. New tambour door cabinet options were demonstrated, including aluminium and tinted translucent synthetic slat options.

A lot of interest was shown by visitors in the Elite Space 'environmental story' which was conveyed using an intriguing curved structure as a canvas. Dubbed the 'green wave', the structure was designed and fabricated in house.

John Burne sums up the event.

"There was plenty to see and most visitors spent a long time taking in the Elite Space story. Our new marketing literature was available plus our revamped website was demonstrated," he said. "And in keeping with our advertising theme of 'express yourself' we had two air-brush artists doing their thing on an Elite Space caddy. The guys had also pre-painted three mobile pedestals with some amazing designs and they formed the centre piece of a competition we ran."

"From all reports the event was a dazzling success," John said. "I must point out though that the success of the display was not by chance. A lot of people put their best effort into doing things that were out of the ordinary."

