



## ScanCom at Spoga 2007

ScanCom press release September, 2007

### Welcome to the ScanCom "Club Nautic"

Club Nautic was the fair-theme surrounding ScanCom at SPOGA 2007. We have presented our self in a very different way than in previous years. The two most evident changes were a colour switch from the traditional black to a more oceanic white and beige and an opening up of the booth layout to give greater space and free movement for our sales people and visitors.



This new style was strongly supported throughout the booth with the use of a huge sail over the bar, "ship deck" look-alike podiums surrounding the fair ground and matching oceanic uniforms for all ScanCom staff.

The new look, which compliments the new wind of change flowing through the organisation in recent times, was well received by our customers. Even though this year was a quieter and relaxing atmosphere, all ScanCom's major customers visited the fair and some additional orders have been placed.

On a separate booth, we presented our stock items and our newly introduced KINGSBURY range, a concept specially tailored for smaller customers.

Overall there were no mind blowing inventions shown, but the trends could be clearly recognized. Almost every exhibitor has shown full woven items, many aluminum combinations and stainless steel products.

On this occasion we would like to thank everybody who supported and worked on this project and to our sales force for their efforts over the 3 days.

