

# EXHIBIT+ CUSTOM SOLUTIONS



# BUILDING BRAND EXPERIENCES

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Solutions

We support emerging and leading brands build lasting and meaningful relationships with their customers through powerful brand experiences. From concept to installation, our multidisciplinary team offers personalized marketing solutions that allow you to connect with your audience and grow your brand. Based in Montréal and Toronto, we deliver innovative, interactive and engaging projects around the world.

Whether you're looking to carry out a brand activation, create a new in-store experience or complete a new trade show booth, we help you engage with your audience to drive business results. Since 1989, we have been committed to helping brands stand out, by creating authentic and memorable brand experiences with made-to-measure marketing products.

From off-the-shelf items to fully custom products, like trade show exhibits and retail displays, our custom-branded, turn-key marketing solutions are fit for every occasion and every budget. Through attentive customer service, careful design considerations and fine workmanship, our in-house team transforms your ideas into marketing solutions that embody your brand and meet all of your unique requirements.

Together, we make powerful brand experiences possible.

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Project Consultation & Management	Ideation • Product Suggestions & Scope Based on Budget • Project Management from A to Z
Design	2D Renderings • 3D Renderings & Modeling • AR/VR Presentations • Projection Mapping
Research & Development	Stock Product Modifications & Custom Product Designs • Component & Product Developments • Process Analysis & Improvements
In-house Printing Capabilities	Roll to Roll Dye Sublimation up to 126"W • Roll to Roll Latex Printing up to 126"W • Roll to Roll & Rigid Stock UV Printing up to 98"W
Printing Media	Polyester Fabrics • PVC Frontlit, Backlit & Mesh • Rigid Materials • Permanent & Removeable Self Adhesive Vinyls • Interior & Exterior Flooring
In-house Print Finishing Capabilities	RF & Hot Air Welding • CNC Cutting, Shaping & Scoring • Sewing • Lamination • Grommeting • Silicone Beading & Other Kedders
In-house Millwork	Cutting • Drilling • CNC Routering • Edging • Lamination • Assembly
In-house Metal Work	Cutting • Bending • Welding • Drilling • Assembly
Site Services	Site Surveys • Installations & Decommissions • Repairs • On-call Service Options
Shipping Services	Kitting • Fulfillment & Distribution (one-time basis)
Client Asset Management	Storage • Inspections • Repairs & Maintenance • Fulfillment & Distribution (ongoing basis)

# TIN SHACK



In order to gain brand awareness, Tin Shack Ltd was looking for a custom trade show exhibit for 6 different trade shows it was planning on attending across Canada as an exhibitor. As its booth size was going to vary from one trade show to another, it was also looking for a custom display that could shrink and expand as needed.

To that effect, PNH Solutions suggested a modular design for its custom trade show

booth with three independent self-standing displays that could be used separately or together, to allow two different configurations: 10' x 10' and 10' x 20'. Made of Double-Sided Silicone Edge Graphic (SEG) Fabric Lightboxes and two different shoe displays, this custom trade show booth featured backlit graphics and examples of its products. Reinforced with aluminum tubing, we then further strengthened the three custom displays to extend the trade show booth's life-cycle. Once complete, PNH Solutions coordinated the installation with its in-house installation team and with local partners.

With the right planning during the design process and the selection of materials, PNH Solutions successfully completed a trade show booth that Tin Shack could use for two different booth sizes, 10' x 10' and 10' x 20', to promote its brand. With a modular structure, Tin Shack was able to benefit from reduced shipping and warehousing costs, as it was able to ship and store all the necessary components in two shipping crates. As the three independent pieces are made of Double-Sided SEG Fabric Lightboxes, Tin Shack will also be able to easily replace the graphics on either side, with different visuals or messaging, without needing to replace the hardware in-place.



# TOYOTA



In order to advertise its line of hybrid vehicles, Toyota was looking for a futuristic and engaging 10' x 20' custom trade show exhibit.

Following different proposals, Toyota opted for a modular design with an asymmetrical shape. Made of Silicone Edge Graphic (SEG) Fabric Frames, the walls, columns and beams were covered with printed tension fabric, on both the inside and the outside walls. To add a modern touch, PNH Solutions



included a TV screen on one of the three walls with a video explaining its technology, as well as LED strips in between each beam and column. Once the booth was built and all the visuals were printed in-house, PNH Solutions coordinated the shipping, installation and decommission with its own team for both events.

Despite its short production delay, PNH Solutions completed the custom exhibit on-time and to the client's entire satisfaction. With its innovative design, PNH Solutions helped Toyota create a powerful brand experience, where it was able to engage with its audience, promote its new electric vehicles and position itself as a forward-thinking company. Beyond aesthetics, the trade show booth was also functional and versatile. While its modular frame allowed Toyota to ship and store it more efficiently, in two wooden crates, its SEG Fabric Frames offered the car manufacturer the flexibility to easily replace its visuals for future trade shows.



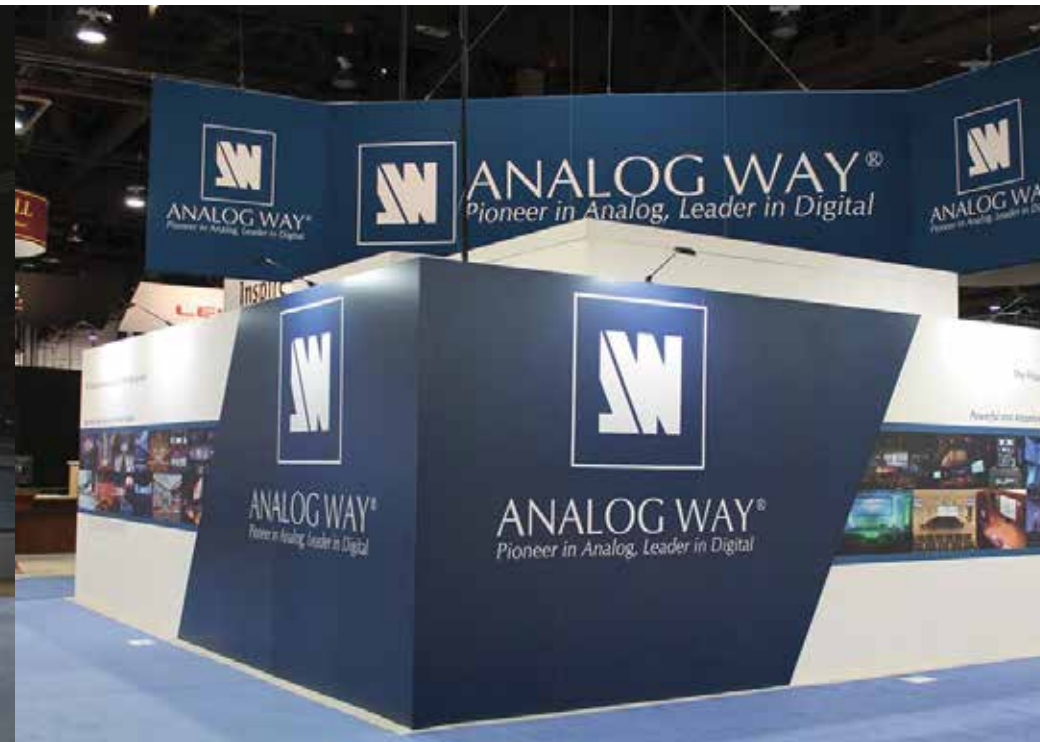
# ANALOG WAY

In order to increase its visibility at the 2016 InfoComm conference, Analog Way was looking to add a hanging structure to its 20' x 20' trade show booth.

To that effect, PNH Solutions was commissioned to print tension fabric panels, measuring up to 24' W x 8' H, on both sides of the modular, hanging structure. With silicone edges, the fabric panels were able to slide

into the structure's recessed grooves, both easily and quickly, and remain taut, without any creases or folds, for the duration of the event.

With Analog Way's emblematic logo and colors printed on both sides of their hanging display, PNH Solutions successfully helped Analog Way stand out that much more during their event.



# MAXAM TIRE

Maxam Tire was looking for a modern, 20' x 20' trade show booth to promote its brand name, as well as its latest products. In addition, Maxam Tire also wanted to be able to use it for another trade show, where it would be subject to a height restriction.

Following different proposals, Maxam Tire opted for a design with an open concept, which featured a main, modular backdrop, a canopy and arches. Made of SEG Fabric Lightboxes, they were then covered with backlit, dye-sublimated printed tension fabric. While in 2018, Maxam Tire used the full height of the backdrop (16' H), in 2019, they used just a portion of it (8' H), with a new visual. Both years, PNH Solutions helped Maxam Tire further optimize its space with other made-to-measure marketing solutions, including tire stands, cut-out 3D letters, a round counter, floor graphics and a looping video presentation. For each event, PNH Solutions coordinated the shipment, the installation and decommission. Between both events, PNH Solutions also managed the warehousing.

In 2018, due to a last-minute venue change to an outdoor location, PNH Solutions had to remove some suspended elements from its design, including a FabGraphic Halo, and reinforce a few of its other products, including the canopy and the arches, as they were otherwise going to be supported from the ceiling.

Despite those challenges, PNH Solutions completed an innovative and versatile trade show exhibit with varying heights that Maxam Tire was able to use in 2018 and again in 2019. With a design that encouraged foot traffic within the trade show booth, guests were able to walk through it, see its products up close, watch its video & interact with its staff. Through this engagement, in 2018 and again in 2019, Maxam Tire was able to effectively promote its brand name and its latest products among its target audience.





# FOCUS HOME INTERACTIVE



To promote its latest video games at the Electronic Entertainment Expo 2017, Focus Home Interactive wanted to attract the public to its space, where it could try its new game.

To that end, PNH Solutions printed tension fabric panels of different sizes, up to 64' H and 18' W, to cover its modular, wooden, self-standing structure. As some of the fabric panels were welded together, PNH

Solutions had to ensure that the visuals lined up perfectly. With a silicone edge, the printed fabric panels were able to slide into the structure's recessed grooves and remained in place for the duration of the event.

Despite time constraints and technical challenges related to the shape and size of the structure, PNH Solutions was able to complete the project on-time and to the client's entire satisfaction.



# MICANAN

For its 30'x 30' tradeshow booth, Micanan wanted to create a big, open space, where it could meet with past, present and prospective clients to promote its products and services.

In order to maximize their space, PNH Solutions completed a fully-custom L-shaped media wall as well as a hanging display ('Fabgraphic Halo'), so

clients could locate their booth, even from afar. Made of modular, aluminum pieces, both the fully-custom L-shaped media wall and the hanging display were covered with dye sublimated printed tension fabric.

The overall result was a success – PNH Solutions was able to complete an attractive, spacious booth to Micanan's entire satisfaction.



# HOT WHEELS



To celebrate Hot Wheels' 50th anniversary, the toy manufacturer wanted to create a truly unique, interactive display at the 2017 Toronto Auto Show.

For the occasion, PNH Solutions had the chance to build, print and install the centerpiece of the exhibit: the 32' W x 3' H x 8' D base for the fully operational Hot Wheels track. PNH Solutions also completed other custom products, including a 12' W x 9' H arch and 6 10' W x 18' H tracks for full-size Hot Wheels cars.

While the centerpiece was built out of modular, wooden pieces and covered in printed tension fabric, the arch was made of aluminum and covered in printed tension fabric. The tracks were made of floor graphics ('ShowFloor') and rigid panels that were lit up with LEDs. Beyond those made-to-measure marketing products, PNH Solutions also supplied a couple of standard products, including banner stands ('Fabgraphic Harmony Stands') and media walls ('Fabgraphic Pop-Up Media Walls').

By creating a fully branded environment with engaging marketing solutions, PNH Solutions successfully helped Hot Wheels attract the public to its display and create an interactive brand experience.





# MONTREAL IMPACT

In order to promote the Montreal Impact's eSports initiative, the MLS club was looking for a branded shipping container that it could use in its home games, on university campuses and at special events. With two different gaming areas, the Montreal Impact wanted to create an eSports zone, where fans could play against one of the team's best eSports players, Lyes Ould-Ramoul (LyesMTL) or one another.

PNH Solutions covered the inside and the outside walls of the shipping container with a variety of visuals, printed on dye-sublimated fabric, self-adhesive vinyl and rigid materials. For the first gaming area, PNH Solutions designed and built two counters to have a back-to-back gaming station. Then, for the second gaming area, PNH Solutions added another gaming console and TV monitor. To further advertise the eSports zone, following the client's request, PNH Solutions added two TV monitors to the outside wall of the shipping container. Finally, to facilitate the entrance into the eSports zone, PNH Solutions built a wheel chair ramp.



As a fully branded shipping container, with two separate gaming stations, PNH Solutions was able to complete a mobile, experiential and accessible marketing solution for the Montreal Impact to promote its new game. As all the elements could fit within the modified shipping container, the Montreal Impact was able to easily bring it from one place to another and set it up, by simply opening up its doors and installing the TV monitors. With a custom productive case around each TV monitor, the Montreal Impact will be able to use its branded shipping container for both indoor and outdoor activations, without having to worry about its monitors getting damaged.

# EMPORIO ARMANI



As part of Emporio Armani's campaign for its new fragrance 'Stronger than You', the high-end fashion retailer wanted to carry out a brand activation to engage with the public and promote its new product.

For the event, PNH Solutions had the opportunity to modify a 12' W x 10' H outdoor media back-wall ('Fabgraphic Outdoor Media Wall'). To create a 3D effect, PNH Solutions included part of a real-life looking taxi and altered both the printed backdrop and the banner stand accordingly. As it was going to be used outdoors, PNH Solutions printed the visual on a blockout fabric to avoid light going through and compromising its quality.

PNH Solutions completed the fully-custom media wall, on time, and to the client's complete satisfaction. By creating a marketing piece that was out of the ordinary, PNH Solutions was able to help Emporio Armani attract people to the brand activation and contribute to a memorable brand experience.





# CINEPLEX

To promote the release of Rampage in Cineplex theaters, Cineplex was looking to use fun and engaging marketing pieces in 4 different locations across Ontario.

To that effect, PNH Solutions was commissioned to design, build and print larger-than-life snacks: a 12' H bag of popcorn, a 10' H soda cup, basketball-sized popcorn kernels and a jumbo straw.

PNH Solutions completed the project to Cineplex's entire satisfaction. Despite their size, as lightweight and modular pieces, Cineplex was able to bring them to the different locations and set them up both easily and quickly.





In order to promote its new vehicles, in 2018 and again in 2019, Hyundai was looking for custom viewing docks where it could display its new electric vehicles, at the International Jazz Festival of Montréal.

While in 2018, PNH Solutions printed fabric banners and floor adhesives for three multi-level, full-custom viewing docks, in 2019, PNH Solutions built the truss pillars and printed all the visual assets for two multi-level, fully custom viewing docks. In 2019, PNH Solutions also supplied 3D lettering for one viewing dock and cut-out LED lettering and a boxwood back wall for the other.

As the products were going to be used outdoors, in high-traffic areas near the Place des Spectacles, PNH Solutions had to ensure that the products would remain in place for the duration of the event and respect all the

necessary safety requirements. Moreover, as the visuals often spanned across many fabric banners and floor graphics, PNH Solutions had to be sure that they aligned perfectly with one another. As there were last-minute changes to the layout of the viewing docks, specifically in regards to the placement of the truss pillars, PNH Solutions had to re-adjust its templates in prepress and re-print some banners in an especially short time. Once complete, PNH Solutions coordinated the installation before the event and the decommission once the event was complete.

Despite those challenges, PNH Solutions completed the project on time to Hyundai's different requirements. By creating a unique brand activation, PNH Solutions helped Hyundai attract visitors to its activation, where the public was able to view its new vehicles and learn more about its products.



# PARTICIPACTION

For Canada's 150th anniversary of confederation, ParticipACTION selected 150 activities that define Canadian culture. For the reveal at Nathan Phillips Square, the non-profit organization that promotes healthy living and physical fitness, sought to create an interactive environment, where the public could try some of the activities it was promoting.

Based on ParticipACTION's original design, PNH Solutions produced a custom made 150-shaped activity course. Made of aluminum, the modular structure was covered in tension fabric and resting on a floor graphic ('Showfloor').

With ParticipACTION's distinctive colors, orange and purple, and demarcations on the graphic flooring for different activities, including curling and wheelchair racing, PNH Solutions created an attractive branded area, where the organization could promote its activities, while engaging with the public.



To promote a new limited-time offer, TD held a brand activation in a popular shopping center, where it was able to interact directly with the public and inform them about their products and services.

To make it possible, PNH Solutions modified two backdrops ('Fabgraphic Pop-Up Media Wall') to include TV mounts and flat screen TVs, so they could provide more information to its prospective clients. The products were then covered with printed tension fabric that had the company's brand name, colors and logo. To create a fully branded environment, PNH Solutions also supplied standard products, like retractable banners ('Wing Retractable Banner Stand') and printed floor graphics ('ShowFloor').

As turnkey marketing products, all the products, including the modified backdrops, were ready to use after a simple installation process.





# VISA



For the 2015, 2016 and 2017 Toronto International Film Festival, Visa was looking to further promote its products and services, with a unique outdoor digital display casing. Though Visa was already advertising the perks it was offering its clients on a digital display, the company saw an opportunity to optimize the space around it, by covering the truss system that was supporting it with Visa's brand name and colors.

To that effect, PNH Solutions built a modular, wooden structure then covered it with printed fabric panels. Once on-site, PNH Solutions

assembled the structure before the event and disassembled it once it was over. With sewn on Velcro on the fabric panels and the wooden structure, the printed fabric panels were able to remain intact throughout the event.

By creating an attractive, advertising space around the digital display, PNH Solutions helped Visa's brand name and message stand out even more during the event.

## OTHER CUSTOM SOLUTIONS

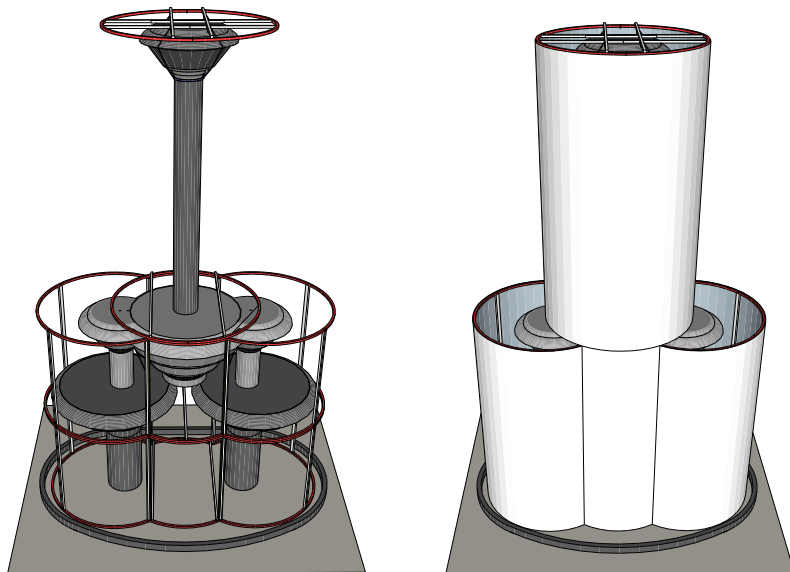
# VITRINE SUR MTL

To celebrate Montréal's 375th anniversary, Place Montréal Trust wanted to transform its water fountain into a fully custom meeting point for a virtual experience, called 'Vitrine sur MTL'. By standing in front of interactive screens, the public could take pictures of themselves in front of their favorite iconic spots in the city and share them on social media for a chance to win a variety of prizes.

PNH Solutions first designed and built an aluminum, self-supporting frame, measuring 30' H, to go around a series of multilevel fountains, and then printed dye-sublimated tension fabric panels, measuring up to 30' W x 20' H, to cover it. Once complete, PNH Solutions was responsible for coordinating the installation process.

Although PNH Solutions encountered some difficulties designing the modular frame, due to its irregular shape, the main challenge laid in coordinating the installation. Without the possibility of using scaffolding or a motorized lift, PNH Solutions had to find an innovative way to install it, within the limited space constraints of the shopping center.

Despite those challenges, the project was complete on-time and to the client's entire satisfaction. By creating a strong focal point that was visible throughout the five stories of the shopping center, PNH Solutions successfully helped attract people to the activity.





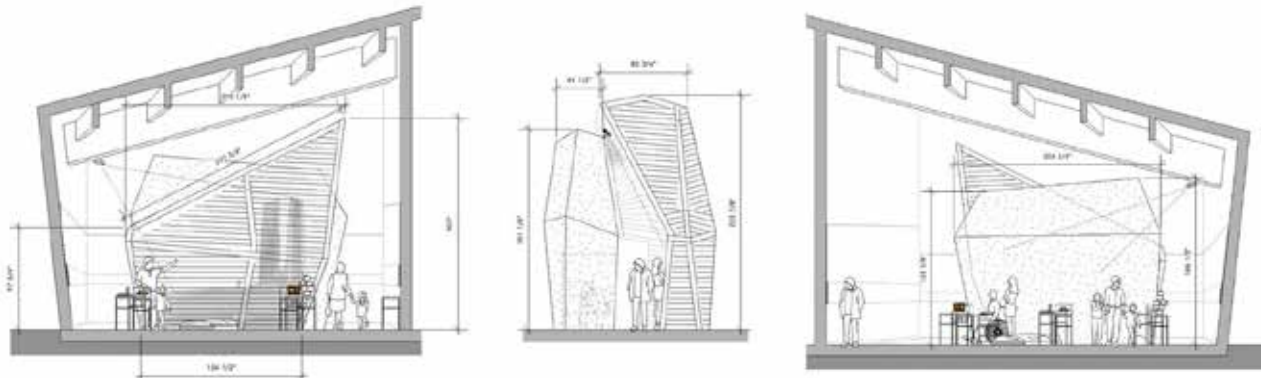
# FROM VIMY TO JUNO: REMEMBERING CANADIANS IN FRANCE

To honor the contribution of the Canadian soldiers in France during both world wars, PNH Solutions completed the print and hardware portion of the main scenic element that was part of a new temporary exhibit, entitled 'From Vimy to Juno: Remembering Canadians in France', at the Juno Beach Center, in Courseulles-sur-Mer, France.

PNH Solutions was mandated to manage all aspects of production related to the main scenic element, including the structural design and manufacturing process. As it had to be shipped abroad by a maritime container, PNH Solutions improved its original design, so that it could be installed easily. Made of square stainless steel sections and covered with printed dye sublimated tension fabric, the piece, measuring 16' W x 16' H x 8' D, was built, printed, preassembled and dismantled in PNH Solutions' production facility in Montréal, Québec.

As a modular structure, PNH Solutions had to be sure that the measurements of each stainless steel square section and of each printed tension fabric panel were exact. Moreover, as the structure had to be installed in a complex volumetric space, between large, wooden beams, PNH Solutions completed a 3D drawing of the structure and the exhibit hall to make sure that it could be incorporated into the designated space.

Due to the design, the selection of materials, the quality of the manufacturing process and the close attention to detail during all stages of production, PNH successfully completed the main scenic element of the exhibit on time for the grand opening. Once it arrived in France, the structure was unpackaged and installed both easily and quickly. With its complex and original form, the piece played an important role in captivating and informing the public on the role of the Canadians soldiers in both world wars and how their memory has been honored in France.



## OTHER CUSTOM SOLUTIONS



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