PROJECT CREDITS

Client Team: Stikwood (Jerry & Laura McCall, owners; Amy McVay, Marketing Director, www.stikwood.com)

ProExhibits Account team: Berkeley Dowd, Sr. Account Executive; David Liau, Designer; Janice Machado, Account Manager;

Exhibit Design & Construction: Tom Foley, VP Operations; Dan Berterretche, Project Manager; Sal Medina, Custom Shop Manager; Noah Ploch-Jones, Shop Lead/Field Services; Joe Williams, Detailer/Project Manager (www.proexhibits.com)

Exhibit Installation & Dismantle: Momentum
FACTORY IN THE FOREST

ProExhibits Brings Stikwood’s Rustic Booth To Life

By Jeanne Brei

It all began with a vision of a “factory in the forest” and ended with a very successful booth at the 2017 KIBIS (Kitchen and Bath Industry Show) in Orlando in January for Stikwood, an innovative interior design solution company. Founded in 2012 by Jerry and Laura McCall, Stikwood created the world’s first Peel & Stik reclaimed and sustainable wood planking. Their products boast the natural beauty that only time and the forces of nature can provide and so they were looking to build a tradeshow booth that would exemplify their commitment to our natural environment.

For its first five years, Stikwood had created its own tradeshow booths but by 2017, they needed to work with a company that could transform their vision into a creative custom exhibit that would attract lots of attention. They had seen pictures of a Rally Health tradeshow booth designed and built by ProExhibits using their reclaimed wood products, so when it came time to find just the right collaborators, they called ProExhibits and were thrilled to find out that their offices were just “down the street” in northern California.

ProExhibits, renowned for exceeding client expectations by integrating design, construction, marketing and management services since 1987, has a long list of satisfied clients who give them rave reviews—including Cisco, Oracle, Kaiser Permanente, IBM, AT&T, Texas Instruments, Monster, SanDisk, Charles Schwab and many, many more. As a matter of fact, they have a nearly perfect (99.7%) customer satisfaction rating for design, production and management services.

And you can add Stikwood’s Marketing Director Amy McVay and owners Jerry & Laura McCall to the list of highly satisfied clients. Says McVay, “We didn’t want to let go of the build completely—we assembled the components and shipped them to ProExhibits where they handled the fabrication of the booth. There is this energy that’s put into building a tradeshow booth and we wanted to make sure we still had a part in the build but depended on ProExhibits for their expertise and knowledge in design and

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fabircation. It was a great expe-
rience working together.”

And ProExhibits’ Account
Executive Berkeley Dowd says,
“This project was special be-
cause of the close collaboration
with the customer. Virtually
every surface of the exhibit
used the Stikwood product
(peel and stick reclaimed wood
strips) to create a rustic barn-
like structure with a unique
“forest” ceiling. When inside
the exhibit, the ceiling looked
like a sunny day in a forest. This
was essentially a fabric image
suspended and back lit over the
exhibit. Stikwood’s owner had a
vision of a “factory in the forest”
and seeing their own
headquarters helped to better
understand the authentic style
required. Figuring out how to
convey an emotional feeling of
the forest was one of the chal-
レンジ火をす。In the end, two tree-like
company logos were built and
covered with Stikwood’s prod-
uct in 24 ft. high structures
that were attached on two sides
of the exhibit. These tree-like
logo structures rose above the
exhibit and added to the forest
theme. And the suspended
ceiling with the backlit forest
image further enhanced the
environment. The overall result
was a rustic and cool theme
to stand out among traditional
modern looking exhibits”

“Special paint techniques
were used to stencil lettering
and graphics on the walls that
looked like a rustic, weathered
exterior. Old fashioned lights
were used to further the theme
of a workshop/factory in the
woods. Inside, workbenches
were constructed to look like
crates - these fit the theme
much better than traditional

Real grass and moss was also
adorned to parts of the exterior
to add to the “green” image of
the responsibly sourced and
manufactured product. The
booth number was painted
on the outside to look like an
address. Frosted Plexiglas win-
dows added to the rustic feel.
Another feature of the design
was the ability to remove some
wall panels to shrink the exhib-
it to a 20 x 30 footprint (down
from 20 x 40) for reusing the
exhibit at other tradeshows
with less space. This fit the
“reuse” theme of the product.

“People at the show stopped
and stared at this very unique
and beautiful exhibit and it
seemed to draw people inside
to touch and feel the product.”

Says Stikwood’s McVay, “We
definitely felt the energy at the
show.We came to this year’s
show with an outstanding
booth. You saw people running
their hand across it because
they could see from yards away
how real it was. We also heard
that people had to wait until the
second or third day to get inside
because it was so crowded.”

McVay adds, “The overall
feel we wanted was to feature
“who we are” as manufactur-
ers/makers who happen to
make a real innovative wood
wall décor product. It’s not
often you see the manufactur-
ers who also sell the product.
When we first started there
wasn’t even a category for au-
thentic, reclaimed wood décor
with original patina.”

Stikwood looks forward to
reusing this beautiful booth –
and is grateful that ProEx-
hibits’ design allows them to
shrink it to fit tradeshows with
less available space. After all,
re-use and being green is what
they’re all about. ☺