

CASE STUDY: ECOONLINE

Creating unique space and event solutions

www.showplace.co.uk



CLIENT

Founded in 2001, EcoOnline specialise in EHS software to help businesses manage their workplace safety. Their technology is currently used in more than 11,000 companies worldwide, spanning a multitude of industries such as manufacturing, food and beverage, construction and many more.

EVENTS

Chem UK, Health and Safety Expo, SHW Live

GOAL

To create a striking exhibition stand to showcase their software solutions, as well as providing a versatile storage solution for EcoOnline's marketing collateral.

SOLUTION

Showplace designed and installed a variety of exhibition stands for EcoOnline, each comprised of contrasting configurations at events centred around chemical safety practices across the UK. Featuring hanging cubes, striking graphics and interactive screens, we created an engaging space for the brand to showcase their latest EHS software innovations.

We also organised a bespoke storage solution to manage EcoOnline's marketing collateral. From workwear and stationery to banners and light boxes, Showplace maintain all of their branded merchandise, delivering it to conferences and activations to support the EcoOnline team.

RESULTS

1. SUCCESSFUL EVENTS

EcoOnline reported they had a strong presence utilising their exhibition stand at a range of chemical safety awareness events, highlighting the space solution's quality and finish.

2. LONGSTANDING PARTNERSHIP

Showplace have secured an exclusive partnership with EcoOnline to manage the entirety of their UK branded merchandise inventory, reporting that the team are "extremely organised when it comes to managing the stored materials."

