



01

HOME

02

NASFM

03

RESOURCES

04

NEWS & EVENTS

05

YOUR VOICE

06

AWARDS

07

CAREER CENTER

THE RETAIL ENVIRONMENTS ASSOCIATION

FOR BUYERS AND SPECIFIERS

NEWS & EVENTS

- Featured Projects »
- News & Events »
- New Products & Services »
- NASFM Press Releases »

Timberland Outdoor Performance

Design

JGA, Southfield, Mich.

Exhibit

Exhibit Works, Livonia, Mich.

Retailer

The Timberland Co., Stratham, N.H.

Project type

Exhibit booth

Size

3,000 sq. ft.

Target customer

Millennial outdoor consumers

Debut show

Outdoor Retailer Winter Market

Recognition

SNEWS® Best of Booth Award

Photographer

Mark A. Steele Photography Inc.

Materials

Every element, from floor and furniture to structural hardware, was chosen for environmental sustainability. Among the materials:

Marmoleum biodegradable flooring material made from renewable ingredients including linseed oil and wood flour

Valchromat wood produced from pine tree forest scrap without the use of formaldehyde and stained with organic dyes

Parallam® made from wood fiber often wasted during the milling of conventional lumber

Hemp natural fiber plant grown without the use of toxic herbicides or pesticides

Echo Eliminator recyclable sound-absorbing material made from recycled cotton without the use of fiberglass

Exhibiting a Green Effect in Signature Orange

JGA Design for Timberland Booth Reinforces Branding, Limits Carbon Footprint

Click on image to enlarge

Designed to reflect the Millennials' view that the outdoors offer challenge, technology, and adventure, this trade show booth builds on Timberland's commitment to environmental accountability. It leverages the company's existing eco-marketing, incorporates repurposed objects, maximizes operational flexibility, and minimizes negative environmental impact.

The exhibit conveys its eco-friendly message through natural, "found," repurposed, recycled, and reprocessed elements and materials. It's constructed of 98 percent earth-conscious materials (53 percent reused, 18 percent renewable, 27 percent recycled), and 88 percent of the booth can be recycled at the end of its use. The Outdoor Performance packaging's signature "nutrition label" eco-scorecard is translated into a large 3D panel on the outside of the booth highlighting the materials.

Shipping containers were repurposed for ongoing shipping and storage and for the booth's selling rooms. Reclaimed as overstock from a shipping crate "grave yard," the 40-ft.-long containers maintain natural nuance and signs of wear, albeit primed with signature Timberland Performance orange. Slight modifications accommodate the need for access, ventilation, and lighting while natural materials provide soundproofing and a subfloor. The containers also stabilize the floor plates of the Stonehenge-like ring that provides elevation and signage, as well as a support structure for featuring show-specific marketing and communication elements. On the outside, notch spaces accommodate interest groups and authors for presentations and book signings without compromising the invitation-only character of the interior booth space.

In the entry area, oversized "chopsticks" in a tumbled weave pattern can be rearranged to provide a filtering effect over the booth. Panels near the reception counter accommodate the display of product and wrappings. In the center of the booth,



Flakeboard panels created from strands of trembling aspen, a fast-growing, self-regenerative hardwood

Cork, a renewable resource obtained from trees that were harvested, not felled

Recyclable, reusable structural material sourced from a high percentage of reused aluminum

stand-up counters create a meet-and-greet environment atop flooring tiles of Vibram, a material used in Timberland footwear soles. A hospitality element, constructed from environmentally friendly materials, transforms into a stand-up table for minimal beverage presentation or a full hospitality lunch with an expanded buffet element augmented by recycling containers.

Separated from the space by hemp fabric panels, an enclosed conference room is made of translucent panels that create a sense of a sun-lit space while hinting to passersby of interior activity. A merchandising trailer is “docked” into the booth with its signature crow’s nest and a fully fitted-out interior selling space, in addition to its “on the road” duties between show periods.

The 6-in. elevation of the selling deck creates a physical and visual separation from the social, common area of the booth. A galvanized handrail and attached marketing panels further delineate this border. The panels can be dressed and skinned for show themes. A raw metal merchandising bar is adjustable to allow for different depths of products. Shoe displayers are flexible, working off the back wall of the container. Natural materials create a highly flexible surface for custom designed display tables that enhance the viewing angle of product shown on the wall and provide a work surface. Translucent acrylic panels provide a sense of natural lighting through vertical skylight elements and provide the joints between the booth’s modules.

Soft water-tight covers custom-made for the booth’s transportation provide additional marketing opportunities when the booth is in transit.

Search our Members!
Find over 800 providers of products for retail environments, including:
• store fixtures • visual presentation products • retail design services • materials and equipment

Copyright © 2007 NASFM
4651 Sheridan St., Suite 470, Hollywood, FL 33021
954-893-7300 Fax 954-893-7500
nasfm@nasfm.org