



photo: Mark A. Steele Photography Inc., Columbus, Ohio

Timberland's tradeshow exhibit, designed by Southfield, Mich.-based design firm JGA, is based almost entirely (82 percent) on "earth-conscious" materials.

2 | Timberland Pro: Sustainable Exhibit

WHEN CREATING A TRADESHOW exhibit space for the company's PRO industrial division, Stratham, N.H.-based shoe retailer Timberland looked to Southfield, Mich.-based design firm JGA.

The exhibit space needed to present working gear for a wide range of professionals, products with features to protect wearers from occupational hazards such as weather, chemical, electrical, and fatigue. The concept needed to be modular to accommodate various tradeshow configurations. At the same time, it was imperative that the exhibit space communicate the company's well-known commitment to sustainability.

The resulting highly industrial design celebrates the "everyday heroes" that are the brand's customers. The 1,600-square-foot exhibit design is first and foremost a vehicle to showcase the brand's product line through footwear and apparel displays and multimedia displays, but it also incorporates a working office with seating for 8 to 10 people, as well as storage.

RECYCLED, RENEWABLE, REUSED, AND RECYCLABLE

Composed of sturdy materials characteristic of the Timberland Pro brand, the design is based almost entirely (82 percent) on what Timberland calls "earth-conscious" materials. Broken down, that includes 60 percent recycled materials, 4 percent reused, and 19 percent renewable. This includes reclaimed construction fencing and recycled rubber flooring, among other sustainable materials.

Contributing to the industrial feel of the space are a highly visible superstructure and the signature PRO orange color palette, spray-painted logos on ribbed coiling doors, and, at the entrance, construction-type barriers. Warehouse racking and construction supplies include Unistrut structural channels and fittings. Translucent wall panels are constructed of the same material as postal carrying cartons. Roll-up galvanized steel receiving doors open and close the exhibit. "The rolling grill mechanisms also reduce crating as compared to conventional partitions," says Ken Nisch, chairman of JGA and principal in charge of this project.

MODULARITY AND REUSE

While it was once a common practice to discard exhibit booths after use, this exhibit was designed to have a five-year lifespan. The geometric design is a deliberate strategy for the interchangeable framework of the booth. "It can be rearranged in numerous configurations within the footprint," comments Ken Nisch, chairman of JGA and principal in charge of this project.

The modular exhibit debuted at the 2008 World Shoe Association Show at Sands Expo Center in Las Vegas.

What happens at the end of five years of use was an important aspect of the design. Timberland and JGA say that approximately 82 percent of the materials in the booth can be reused or recycled into other products.

As Timberland notes in a brochure about the company's exhibit booths, "Like our products, this booth is built to be durable and functional—and engineered to limit its impact on the planet. Every element—from the floor to furniture—was chosen for its environmental sustainability. It's recycled, renewable, reused, and recyclable."