

# Banner Stands Create Awareness for the Sales Force



The leading provider of large-scale event visuals and support materials

**Date** February, 2015

**Job #** 25932

**Client** Heraeus Kulzer

**Secondary** N/A

**Location** South Bend, Indiana

**Challenge** The Challenge was & is to give the Heraeus Kulzer Sales Force the correct tools they need to promote their Dental Supply Business and go to Sales Meetings, Trade Shows, State Conventions and Dentist Continuing Ed. Sessions around the country without loading them down with heavy & bulky cumbersome graphics and cases.

**Solution** We print to a material called Hydrosol using HP's patented environmentally friendly, Latex Inks and when the printed inks are totally dry, the Hydrosol material hardens to the image printed to it and it becomes scratch resistant. Another advantage to the Hydrosol material is that it does not roll like other materials.



The material called Hydrosol using HP's patented environmentally friendly, Latex Inks



Banner stands are light in weight, very durable and come with their own travel



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