

upgrading to a new, “greener” exhibit

design challenge

Nalco is a sustainability services company that helps its customers reduce water, energy and other natural resource consumption, providing an Environmental Return on Investment, or “eROI.”

When the time came to upgrade its exhibit properties, Nalco wanted to extend that same sustainability commitment to its trade show program.

Turning to Nimlok Chicago, its longtime exhibit builder, Nalco aimed to reduce its environmental impact — including carbon footprint — by creating new, “greener” exhibits. At the same time, the company wanted to be responsible in disposing of its old, but still useful, exhibits.

nimlok solution

While “green” exhibiting is the trade show industry’s fastest-growing issue, Nimlok has long maintained environmentally responsible production standards, striving to minimize environmental impact in the design, fabrication and storage of each exhibit it creates.

For Nalco, the Nimlok Chicago team conceived a new set of exhibit properties, including seven pop-ups plus multiple banners, all constructed entirely from recyclable materials. The new exhibits incorporate energy efficient LED lights, and graphics were printed with aqueous-based inks. Designed to be lightweight and compact, the properties also have a smaller freight footprint — reducing by half Nalco’s share of carbon emissions associated with shipping to and from trade shows.

Meanwhile, Nimlok Chicago gave Nalco’s old exhibit property new life by opening the door for a donation to the University of Illinois at Chicago (UIC), where the exhibits used for career fairs and student competitions.

“Our exhibits are built to last, and most still have life in them when a client is ready to upgrade to a new exhibit,” Deborah Venable, Partner at Nimlok Chicago, says. “We’re always happy to help find a new use for the property.”

“We have benefited from Nimlok Chicago’s capabilities and our shared commitment to sustainability for more than 20 years.”

- Kathy Schillinger, Communications Specialist, Nalco



the results

Nalco’s new displays have meant bigger impact at the 100-plus shows the company exhibits in each year. At the same time, Nimlok Chicago’s Asset Management Service makes planning more efficient, allowing Nalco to store its exhibits at a Nimlok Chicago warehouse and use online tools to manage inventory, budget and logistics anytime, anywhere.

“We have benefited from Nimlok Chicago’s capabilities and our shared commitment to sustainability for more than 20 years,” says Kathy Schillinger, Communications Specialist at Nalco. Pointing to the exhibit donation as an example of how Nimlok Chicago goes above and beyond, she adds: “Clearly reuse is always a better option, even over recycling.”