

Special issue about BATIMAT, 7 to 12 November 2011



BATIMAT 2011:

key figures*

351,748 visitors

2382 exhibitors

120,000 m² of exhibitions

171 countries represented

813 new products

7 areas

* non definitive figures

BATIMAT.

Overview of the BATIMAT trade fair

CLIPSO makes an impression at the BATIMAT trade fair



For the second time, CLIPSO exhibited its products and innovations at the BATIMAT trade fair, which took place from 7 to 12 November 2011 at the Porte de Versailles in Paris.

Our team was delighted to welcome a large number of visitors to its stand, which was located at the entrance of Hall 7.2 in the Coverings/Ceilings zone. These visitors, who came from all around the world, were won over by

the practical and aesthetic qualities of our products, as well as by our creative and original concept.

The 1000 contacts made during the six days of the exhibition bear witness to CLIPSO's success.

Building on the success of 2009's fair, this second participation in the BATIMAT trade fair gave CLIPSO the chance to confirm its leading position on the international stretch wall and ceiling

market, both in renovations and in new builds, and to consolidate its reputation among consultants and the general public.

We would like to give special thanks to the whole CLIPSO team for their efforts during the BATIMAT trade fair, as well as to our fitters, distributors and partners for visiting our stand. See you in 2013 at our stand, which will be more attractive and welcoming than ever!

The BATIMAT trade fair is one of the largest international events dedicated to the building sector. Every year, it welcomes more than 2000 exhibitors from 55 countries and more than 300,000 visitors from 171 countries.

The 28th BATIMAT trade fair focused on the theme of energy-related issues within the building sector.

BATIMAT is the birthplace of technical solutions which will influence future sustainable construction and renovation projects.



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Designing the stand - September 2011

CLIPSO strived for excellence by assigning the design and creation of its new 100m² stand to its design office. The idea was to create a structured space with several openings, combining fluidity, attractiveness and high-tech expertise, to emphasise the range and diversity of CLIPSO applications.

The CLIPSO stand was divided into 4 main zones - a welcome zone, a demonstration zone, a reception zone and a VIP zone - in order to welcome customers and future consultants in an attractive space suitable for all visitors.



Setting up the stand - 1-6 November 2011

The stand was set up by the CLIPSO team, made up of technicians as well as sales representatives. The various professions involved in setting up the stand clearly prove that CLIPSO products offer simple solutions which are accessible to all and which are suited to all types of situations.

The stand was created using CLIPSO coverings and profiles. It was set up in six days, and completely fulfilled the challenges set during the design phase.

Complex 3D shapes given pride of place

CLIPSO designed a completely new stand, experimenting with volume, to welcome its visitors. Two huge white ceilings, measuring 9m by 5m, were separated by a suspended light feature. Our aim was to create new 3D architectural shapes to highlight CLIPSO's technical expertise.

The spiral light feature, with its unique shape and black, grey, red and white coverings in line with CLIPSO's colour scheme, also added to the stand's originality. The curved wall with a printed leaf covering (behind the reception counter) and the suspended acoustic frame in the shape of a cloud (in the VIP zone) are fine examples of CLIPSO applications.



A stand focused on nature and sustainable development

To be in harmony with the theme of the 2011 BATIMAT trade fair, CLIPSO created the decor of its stand around the theme of nature and sustainable development.

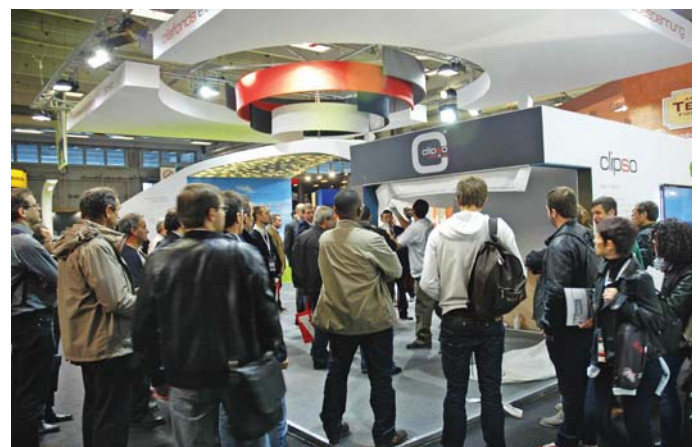
The printed coverings conjure up images of the great outdoors, including forests, waterfalls, grass, poppies, clouds etc. Furthermore, in December 2010, CLIPSO was one of the first companies in the field of technical coverings to be awarded A+ labelling - the best possible score (to find out more, please see Newsletter no.8, September issue). We would like to thank our partner Solinest for providing Nature Addict pouches and other treats for our visitors.



Visitors flock to the CLIPSO stand

The 3D stand-alone frames as well as the new environmentally-friendly collection of CLIPSO coverings evoked strong interest in our visitors (to find out more, please see Newsletter no.8, September issue).

In addition, the presentation and demonstration of CLIPSO products at our stand was highly successful. The demonstration area, with demonstrations given by our technician, allows visitors to get to know our products and find out about their installation. Each demonstration attracted a larger crowd than the previous one!



A dynamic, multilingual team

Our team worked together during the BATIMAT trade fair, organising itself to allow each member to carry out his/her role to the fullest.

The CLIPSO sales team also performed excellently, welcoming and assisting both French and foreign visitors to our stand.

You can watch a film showing all of the photos of the 2011 BATIMAT trade fair on our website at www.clipso.com.



The CLIPSO calendar: accompanying you throughout 2012



With the New Year on the horizon, CLIPSO is pleased to introduce its new calendar for 2012 to its fitters, distributors and partners. Elegant, practical and attractive, the 2012 CLIPSO calendar is ideal both for the office and for your home. Each month is illustrated by photographs of CLIPSO's most beautiful creations from all around the world. Each page, featuring unique or standard projects, will promote a particular aspect of CLIPSO's ever-broadening expertise.

If you have not received a calendar by the end of 2011, please send your request to info@clipso.com

CLIPSO at the ACETECH trade fair from 3 to 6 November 2011

CLIPSO participated in the ACETECH trade fair, which took place in Mumbai, India from 3 to 6 November 2011. ACETECH is one of the largest trade fairs in Asia devoted to building and interior design. It is an unmissable event for all professionals working in India's construction sector.

As a partner-fitter at the event, Manik Industries chose to exhibit the various applications of CLIPSO products. The stand attracted a whole host of visitors, from decorators to architects and designers, who were keen to discover new decoration solutions from France. This second event was a positive experience, with the general public's interest and enthusiasm for our products proving that CLIPSO has well and truly conquered the Indian market.



CLIPSO features in the TV programme Secret Déco



Last summer, the French regional television channel, Alsace20, broadcast a short feature covering a CLIPSO renovation project as part of its programme Secret Déco, a magazine show devoted to interior design.

On 23 June 2011, the TV channel brought its cameras into the home of Mr Bruneau in Mulhouse, France. He called upon CLIPSO to renovate and decorate the walls and ceilings of every room of his house. Mr Bruneau gave a short interview to journalist Caroline Boeglin, expressing his complete satisfaction with the quick,

flexible installation and with the impeccable finishes of the renovated walls and ceilings.

You can watch the programme on our website at www.clipso.com.



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