

## Case Studies



Specialist plastics packaging technology business Petainer commissioned Smye Holland Associates to help develop a marketing communications strategy. Our mission – to help Petainer introduce its design, innovation and manufacturing capabilities to leading European food, drink and other brands.



“Smye Holland Associates’ hard work and dedication is second to none. They worked all the hours needed to make our attendance at Brau Beviale run smoothly.”

Nigel Pritchard, chief executive officer, Petainer.

Part of the strategy involved attendance at industry exhibitions. Our research led us to Brau Beviale in Nuremburg, Germany.

Brau Beviale is one of the most important European trade fairs in the beverage industry. If Petainer was to exhibit at Brau Beviale, it had to do it in style.

Working with colleagues at t2 Studios we designed a state-of-the-art 57 square metre exhibition stand, arranged transportation to Germany and managed construction on-site. We also organised everything from catering and staffing to pens, paper and cleaning.

In addition to the logistics we handled all the administration and the publicity surrounding the

event. We also attended the event to provide on-site ‘behind the scenes’ management.

The three-day event was a huge success. Exhibiting at Brau Beviale put Petainer face-to-face with many potential new customers and the stand created just the right environment for productive discussions.

“With Smye Holland Associates you know you’re in safe hands. They have huge experience – they know what works and what doesn’t. When organising attendance at an international exhibition, that level of knowledge is vital.” Nigel Pritchard, chief executive officer, Petainer.