

Wolfi's – Building connections for cycle retail brands into the Middle East

Wolfi is a German bicycle company with firm roots in the Middle East cycling community. They specialise in providing European-quality products for cyclists in the Middle East. They are also the sole company authorised to retail for other international cycling brands within the Middle East through their distributor company WBS Sports Trading.

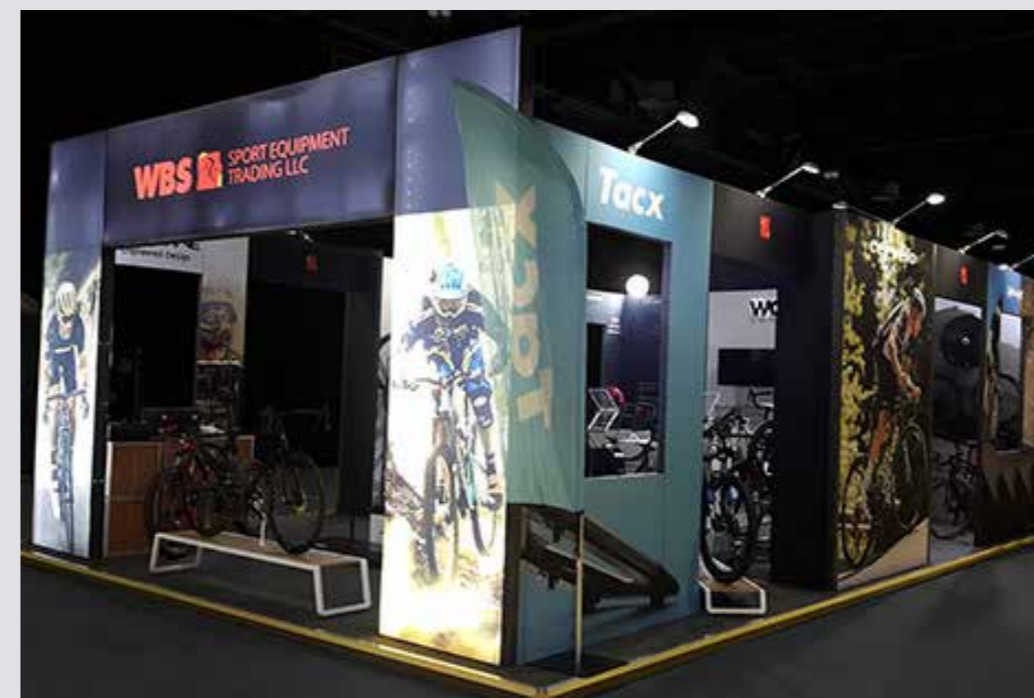
Wolfi's wanted to promote awareness about its role as the leading distributor for international cycling brands at the Extreme Sports Expo, Dubai.



EDS Middle East was the only exhibition company that had correctly recognized Wolfi's requirement, a booth design that housed multiple bicycle brands without diluting Wolfi's crucial role as facilitator and distributor.

Fully utilising their 10x7m2 exhibition space, we've crafted a large island booth had the following features:

1. **Every brand under Wolfe's umbrella was given dedicated communication space at each entrance, which was only possible with an island booth. The booth's diverse entrances made it more enigmatic.**
2. **The booth's interior was dominated with Wolfi's branding.**
3. **We used high-branding edge-lit font to emphasis Wolfi's. This made it easy for visitors to spot the booth from a distance.**
4. **Display shelves and racks that were inset into the booth wall, these held bike accessories, apparel and equipment.**
5. **Specialised display podiums were custom-made for bikes.**



Wolfi's was happy that EDS Middle East understood their design brief and executed it with precision. They attracted a large footfall and had gained a sizeable amount of leads.