

A unique Nordic by Nature universe

The symbolic significance of the Nordic by Nature name runs deeper than the fact that Expedit began its agelong adventure in the Nordic region. Because, in addition to its Nordic origins, Nordic by Nature is a universe that plays with the Nordic Region's great advantage of clean, unspoilt nature, changing seasons, and functionality combined with aesthetics using sensory marketing.

Our Nordic by Nature universe has been designed with finesse, elements of surprise and expertise. Using sensory marketing, we tell the story of our professional expertise. You have to *see* the Nordic region as a whole, *listen* to the music, *touch* the different wood and metal surfaces, *smell* the pine trees, and *taste* the Nordic gourmet beer from the Fur Bryghus brewery. The concept is not just a means of communicating and understanding – it is the way to the client's heart and mind through the creation of added value. Nordic by Nature is one form of expression that exemplifies our expertise, but the opportunities for other creations are endless.

At Expedit, we have used our eye for detail to think through every aspect involved in incorporating a playful, innovative and creative design into the look of the stand. The physical design of the trade show's inviting bar and meeting areas furnished with tables and chairs is one thing. These are enclosed by metal cubicles and decorated with a logo made of Swedish guild that catches your eye as you walk past the stand. The mobile wood maps perfectly placed in a groove in the middle of the table are something else. Replacing the maps with different ones makes it possible to change the expression freely.

Another characteristic of the Nordic Region is its changing seasons, which is expressed through the lighting that changes from daylight to a warm blueish light in the evening. In addition, we experiment with colour tones in our attempt to answer the question: "How far can you take a simple piece of wood?". By painting the wood in different shades of grey and treating it with an oil and soap mixture, we are able to preserve its natural appearance while at the same time emphasising the Nordic seasons with light versus deep, dark shades. In our Nordic by Nature universe, we illustrate the tactile nature and countless potential applications of wood.

Another noteworthy and contemporary element is the lacquered metal surface, which is a clear example of rethinking the use of materials. In order to give the metal texture, we have used VeroMetal, which is a hard metal coating consisting of 95% metal powder. It looks, feels and behaves like hot-cast metal. When treated, the result acquires the same characteristics as a normal

piece of metal. By focusing on a few, sharply-accentuated elements, you are blinded by the Nordic simplicity of this well thought-through original Nordic by Nature concept. The design is honest, emotional, recognisable and perfectly polished. Nordic by Nature represents a shared story about our identity across departments and national borders.

For more information, contact:

Anne Østrup Hansen, International Marketing Manager, tel: +45 87 612 233; e-mail:

Anne.Hansen@expedit.dk

Christina Legaard Dreyer, International Communications Coordinator, tel: +45 87 612 227; e-mail:

Christina.LegaardDreyer@expedit.dk

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