

Scan Display, proud infrastructure sponsor for Investec Kirstenbosch Plant Fair 2015

Issued by [Scan Display](#)

25 May 2015

A celebration of all things fynbos and food was recently showcased at the annual Investec Kirstenbosch Plant Fair, a consumer show focusing on sustainability and the conservation of natural resources.

Themed 'Feast of the Fynbos', the show held from 18-19 April at Kirstenbosch National Botanical Garden in Cape Town, leveraged off the rising trend of urban food gardening said organisers of the show, the Botanical Society of South Africa, and concentrated on the flavours, colours, textures and smells of the fynbos.

"Scan Display's role was to create an event layout and the infrastructure design in consultation with the show's organisers," says Scan Display Chairperson, Alex Hawes.

Scan Display sponsored and built the infrastructure for the show including custom booth solutions and its signature Modulbox. The easily transported Modulbox unit is cube-shaped and can be easily branded with side panels and moved to various venues at a single activation. It can also be linked with other Modulbox units to create a larger structure and works well for outdoor events.

For the building of the show, Scan Display used reusable items from its current stock which has been used at previous shows. This includes the aluminium piping, columns and pillars which are all reusable and recyclable.

"Scan Display is a green company and strives to make each event we are involved in as sustainable as possible. There were also recycling bins set up throughout the show where visitors could put their waste," adds Hawes.

The majority of the signage, graphics and display items will be reused at least three times for this project in future, lowering the environmental impact of the show. These items were used to brand the Modulbox, the bulb shop and bookshop displays at the show. Partitioning for the show was created using shade cloth that is dedicated to the show and is reused each year.

As a result of the show's popularity in 2014, the decision was taken by the South African National Biodiversity Institute (SANBI) and Investec, the chief sponsor of Kirstenbosch and the Investec Kirstenbosch Plant Fair, to grow the event into a bigger and more educational fair in 2015. The event allows SANBI to grow its relationship with Cape garden fanatics and make available any surplus plants to the public.

Commercial fynbos farmers were also encouraged to participate in the show to make the public aware of this unique species of plant, and its potential in the gastronomic landscape.



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