

"We were looking for an exhibit system different from that normally used in the ceramic tile market."

Julio Mayorga



## Navarti: A Pair of Aces

In a crowd of competitors using heavy, wooden exhibits, Navarti turned heads while saving money with a pair of 40'-by-30' custom modular exhibits.

Navarti stood out by switching to modular structures that are light-weight yet sturdy enough to hold 165 pounds of tile on a single panel.

Skyline designed the exhibits – one for Navarti classic ceramic tile and one for contemporary tile and design products from its Gres De Valls sister company – to work in tandem. Social areas created a welcoming connection that spanned the aisle, while the interiors simulate art galleries by focusing all attention on product displays.

Julio Mayorga, Product Manager, says Skyline was "the perfect solution" because it has a dealer in Spain, where Navarti is head-quartered; manufactures in the United States, where Navarti would be exhibiting; and designs modular solutions, which allow Navarti to lower operating costs.

"Modularity also allow us to easily reconfigure the booth as our needs change from show to show," Mayorga says.

### Name

Navarti

### Primary Business

Manufacturing & Industrial

### Exhibit Size

40' x 30' (2)

### Products / Services

Inliten®  
Fabric graphics

### Key Objectives

Design  
Merchandising  
Lower operating costs  
Flexibility