

## **Trade Show Exhibit Designer Skyline Exhibits Awarded 100th Patent For Trade Show Displays**

*Milestone is the Result of 30 Years of Design and Innovation in Trade Show Displays.*

December 19, 2011 (FPRC) -- ST. PAUL, MN – When Skyline Exhibits was recently granted a patent for its new DesignView® Exhibit System, it was a special occasion. The patent marked the 100th time Skyline has been recognized for invention. “It’s an honor,” stated Bill Dierberger, president of Skyline Exhibits. “So many Skyline people have worked so hard to create new and better products over the years. This milestone is a result of that cumulative effort.”

Skyline has earned product patents for its trade show exhibit systems and components, while it also been awarded numerous design patents for appearance and aesthetic. Many patents are also registered internationally.

### **Portable to Custom Modular**

Skyline began business in 1980 intent on delivering portable products that were better exhibiting solutions than were available at the time. The goal was to create trade show displays that were more attractive, lighter weight, packed smaller and were easier to use and transport. Skyline has launched an impressive number of innovative portable displays, including pop ups and banner stands.

Today, while the portable market is still a significant part of Skyline’s focus and product development, much of their effort goes into applying those same attributes to larger, structural systems. Skyline Custom Modular systems are now a major part of the inline and island exhibit market.

### **Innovation Process Nationally Recognized**

In 2010, the Product Development and Management Association (PDMA) named Skyline Exhibits a finalist for their prestigious Outstanding Corporate Innovator (OCI) Award. While Skyline did not emerge as the winner, the OCI selection committee – a group of esteemed experts in the field of innovation and new product development – were impressed.

"Skyline has an excellent product development system, certainly worthy of recognition. Finalist status is testimony to that. Skyline can be justifiably proud of their system. It's very impressive," said committee member Bill Riggs.

### **Designing to Changing Needs**

Skyline has no plans to slow down product development. A good percentage of the products it sells and rents today did not exist five years ago. “The world moves fast,” added Dierberger. “New technologies continue to emerge, the manner in which people interact and market continues to change, and environmental sensitivity continues to grow. Skyline will continue to evolve and design products that answer the changing needs of exhibitors.”

### **Skyline Exhibits:**

Skyline Exhibits is North America's leading brand of exhibit systems. Known for high-quality manufacturing, cost-saving portability, innovative functionality, creative design and exhibitor

education, Skyline has nearly 100 Design Centers in North America and representation in 40 countries. The company manufactures a broad range of products for trade shows and events – from banner stands and pop-up displays to large custom modular exhibits. With over 20 integrated exhibit systems, state-of-the-art production of large-format graphics and options for exhibit rental and services, Skyline provides exhibit solutions for virtually any size or budget.

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