



Stanley unveils new VIRAX brand with custom exhibit from H&P



Stanley, industry leader in tool innovation, approached long time exhibit partner H&P for a fresh look to launch their new VIRAX brand. Stanley's goals for attending AHR Expo were generating anticipation around the launch and developing relationships to produce qualified sales leads. The creative team at H&P tackled these objectives in their design for VIRAX's first exhibit.

Working with a 20x20 space, Hill & Partners incorporated existing components of Stanley's properties and added the vibrant VIRAX colors to emphasize the new product line. The customary black Stanley NASCAR racecar was a focal point to continually draw people into the booth. Hill & Partners once again satisfied their customer's needs for functionality and

design. Alan English, Product Manager at Stanley, communicated the booth's success saying, "The image that we portrayed at this show gave a commitment to the marketplace in which we are a major player and furthered our relationships with strategic accounts and partners."

About Hill & Partners, Inc.

Hill & Partners, Inc. is a full service tradeshow exhibit design company specializing in three-dimensional marketing solutions. H&P works with a variety of clients across many industries providing custom solutions for any challenge. Satisfied customers include: Candela Laser, Mountain Hardwear, Microwave Radio and GTECH Corporation. Hill & Partners is headquartered at 124 Old Colony Avenue Quincy, MA 02170. More information can be found at [www.hillpartners.com](http://www.hillpartners.com), or by calling 617990.7-471-