

ChromaLuxe and Unisub present: the Universal Woods HOTEL at FESPA 2019

The stand of Universal Woods at FESPA MUNICH, located in Hall B5 – G20, will be turned into a hotel showing all the possibilities of sublimation on rigid materials.

It features a lobby with sublimated chandelier, a rooftop bar, a spa, an elevator cabin, a business meeting room, a reception desk and a garden.

This 5-star hotel is conveniently branded: The UW.



People visiting the stand will be asked to check in at the reception desk to receive their hotel key card. This key card will unlock the business opportunities of sublimation printing.

A hotel environment is the ideal scenario to showcase a wide variety of personalized items, signage and high quality photo panels. On a specially decorated large display, the visitors are invited to discover the Unisub collection in different themes such as wedding, baby, travel, kids and Christmas.

“Standing out at a tradeshow is a challenging task, as all neighboring exhibitors are also going that extra mile for attention.”, says Peter Boodts, Marketing Manager at Universal Woods EMEA. “Luckily we have amazing technology and products to show, with a high WOW-factor. By putting them to use in this hotel setting, we hope to attract the crowd and be one of FESPA must-see exhibits.”

Daniel Deak Bardos

Passionated about wakeboarding

Daniel Deak Bardos is a Munich-based freelance photographer and productioner. As a passionate snow- and wakeboarder his work is often inspired by the appreciation of the sports.

At the UW stand different images by Daniel will be discovered, all related to Red Bull athletes.



In this image **Dominik Gührs** is showing his wakeboarding skills at one of the khlongs in Bangkok, Thailand. Dominik is a German wakeboarding pro who overcame serious injury at 13 years old to become one of the most decorated wakeboarders in the world.

>>> On May 15th, Dominik Gührs and Daniel Deak Bardos stop by the Universal Woods stand for a meet and greet <<<

Torleif Lie

Interweave

Torleif Lie is an award winning fine art photographer based in Stavanger, Norway. His work captures not only the beauty of the natural world, but also the essence of a particular place. On the surface of his images the viewer can perhaps see an environmental message, or a celebration of the beauty of the natural world, but in the depth of his photographs one can sense the true essence of what is in front of us with its ancient resilience and beauty.



In the meetingroom at the Universal Woods stand, his image “Interweave” is showcased, sublimated on a large format aluminum gloss white panel. Torleif Lie commented; “Walking into the forest I felt a strange feeling of entering a fairy tale. The trees seemed vibrantly alive and charged with wonder. Soft overcast light and calm wind enabled me to capture the enchanting forest in all of its beauty.

About Universal Woods

Universal Woods is the world's leading manufacturer of hard-surface coated substrates for the sublimation of images. Universal Woods exports to over 80 countries worldwide and offers thousands of products from the head office, located in Louisville, Kentucky, United States and the EMEA office, located in Boom, Belgium.

ChromaLuxe and Unisub are the two brands where the EMEA office focuses on. ChromaLuxe is the world's leading brand of high definition sublimatable print media. Through dye sublimation, images are infused directly into our specially coated sheets of metal, wood and table top panels to create the most vibrant, durable and longest lasting photo medium in the world. ChromaLuxe turns any image into a focal point for homes, museums, galleries, showrooms, businesses and commercial spaces.

Unisub offers a wide range of photo gifts and personalized products from coasters and key chains to ornaments, name badges, magnets and more. Through dye sublimation our customers are able to personalize all photogift products as requested by their clients.

Universal Woods at FESPA MUNICH, stand B5 – G20, 14 – 17 may 2019

For more information visit www.chromaluxe.eu & www.universalwoods.com & www.unisub.com or contact Tina Vancluyssen at tina.vancluyssen@chromaluxe.com

