

APPLICATION Brief...

General Graphics Exhibits

Application: Custom Corporate and Museum Exhibits

General Graphics

designs and builds custom tradeshow, corporate and museum displays and exhibits for institutions literally around the globe.

“We’re always pushing the state of our art,” says Principal of GGE Bill Nieser. “Our clients may spend millions over the course of several years on their displays, exhibits and corporate facilities. What we do is an expression of their image, so ‘the art’ has to be unique, memorable, and it must leave a lasting impression.”

“One of the things I like about our business philosophy is that we excel in not just the design, but also the engineering, the fabrication and all of the other aspects that are crucial to helping our clients realize a return-on-investment for their exhibits,” he adds.

“Working with Architectural Plastics is refreshing. I guess the fact that their philosophy is so similar to ours helps. Of course we rely on API to be a good supplier-to ship on time, to have it in stock, to do quality work. But we demand that of any supplier. Where I think API is different is that they are always on the lookout for better materials, better techniques, and even better business processes.”



“Professional collaboration” is probably the best way to describe the relationship between GGE and Architectural Plastics.

Designers at GGE are noted for innovation, creativity and realizing their customer’s business objectives just as effectively as they create distinctive exhibits.

Such as? When GGE designers created the incredibly beautiful and unique displays and cases for the prestigious Honolulu Academy of Arts, API fabrication experts suggested a new solvent-weld technique. Durable for at least ten years, and with superior display quality, the process also **saved GGE 30% over traditional joint methods.**

But API went further, actually consulting with GGE on packing and shipping techniques to protect the art during its long journey. Want to know more? We’d be delighted to hear from you!