



FOR IMMEDIATE RELEASE

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ecosystems™

S U S T A I N A B L E E X H I B I T S

YOUR BRAND. YOUR DESIGN. YOUR PLANET.

Classic Exhibits and Eco-Systems Sustainable Exhibits Strengthen Their Long-term Relationship

For over 12 years, Classic Exhibits based in Portland, OR and Eco-Systems Sustainable Exhibits based in Grand Rapids, MI have been strategic partners in manufacturing, marketing, and design. **Effective January 1, their partnership will evolve with Classic Exhibits incorporating Eco-Systems' ecoSmart product line into its extensive offerings and adding their employees into the Classic Family.**

Eco-Systems was launched in 2007 as a designer and builder of modern exhibits using eco-friendly materials. From the very beginning, the company offered contemporary designs built from the highest quality sustainable materials, including recycled aluminum extrusions from Classic Exhibits. In 2011, Eco-Systems contracted all manufacturing to Classic Exhibits, and the two companies agreed to a strategic marketing partnership while continuing to operate as separate companies.

Over the past eight years, both companies have seen considerable growth, not only in trade show exhibits but also in corporate environments and retail displays. The growth has meant considerable opportunities for Classic and Eco-Systems to combine forces both in design and eco-friendly materials. By cooperating, the companies were able to better meet the design and sustainability requirements of clients while targeting profitable niches in the marketplace. Those included eco-friendly exhibits using the Gravitee Modular Wall Systems and recycled fabric, rentals incorporating green building materials, and custom exhibits built from FSC-certified wood products.

According to Kevin Carty, Classic Exhibits Executive VP, *"We are excited about this positive change in our partnership. Eco-Systems is a leading brand in the tradeshow market, and the ecoSmart line will be a welcome addition to the Classic family of products. Most exciting – the PEOPLE! The talented staff from Eco-Systems will be a great fit into the Classic Family culture. Our Distributor Partners will reap tremendous benefits from this marriage including more sustainable designs for their clients."*

"Working to build Eco-Systems into the leader in sustainable designs and exhibits has been a labor of love," says Colleen Crawford, VP and Controller of Eco-Systems. *"Our partnerships with our distributors, as well as our strategic partnership with Classic Exhibits, Inc., has been instrumental in our growth and recognition within the industry as the #1 option for green displays. I am very excited about this next step for our customers and employees."*

The Classic and Eco-Systems product lines are available through the Classic Exhibits Distributor Partner Network and on the Classic website. Visit us at EXHIBITOR/LIVE on March 30 to April 1 in booths #220 and #242.

Classic Exhibits Inc. – Based in Portland, Oregon, Classic Exhibits Inc. designs and builds portable, modular, and custom exhibits for over 200 distributor partners. Classic's unique business model, as a "White Label" manufacturer to the exhibit and event industry, allows our partners to be successful regardless of the timeframe or project size whether for purchase or rental. For more information, visit us at www.classicexhibits.com.