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RESOURCE DESIGN



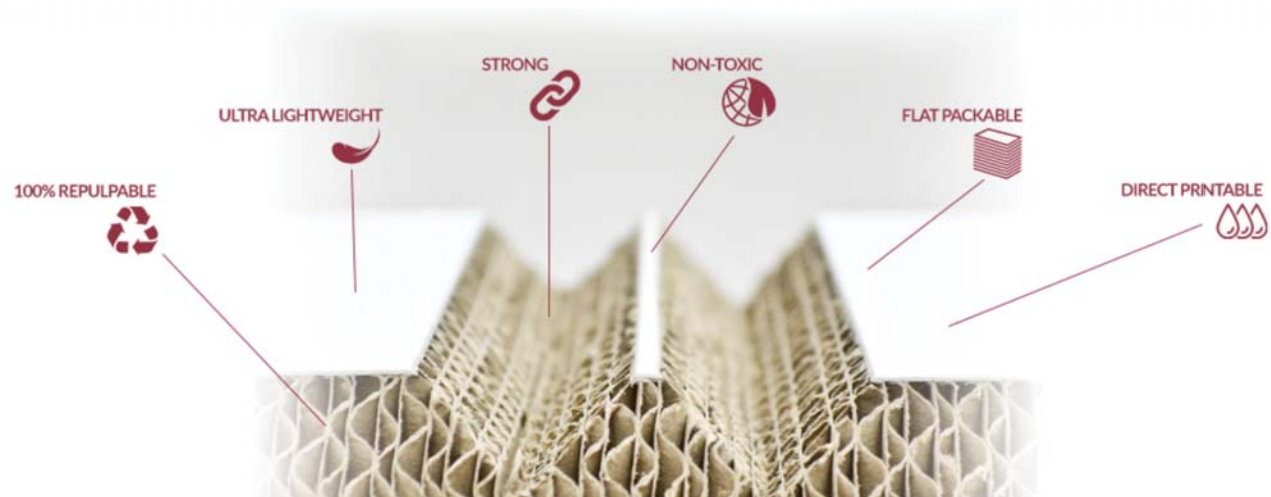
**UFI 2018**  
Sustainable Development Award  
competition entry



RESOURCE DESIGN

Resource Design open its doors in 2011 and partnered with Xanita as the sole provider of exhibition stands constructed in composite or engineered fibre board (EFB). Xanita is located in the Western Cape and manufactures engineered fiber board using post-consumer repulped paper waste.

## ENGINEERED FIBRE BOARD



# FEATURES OF EFB

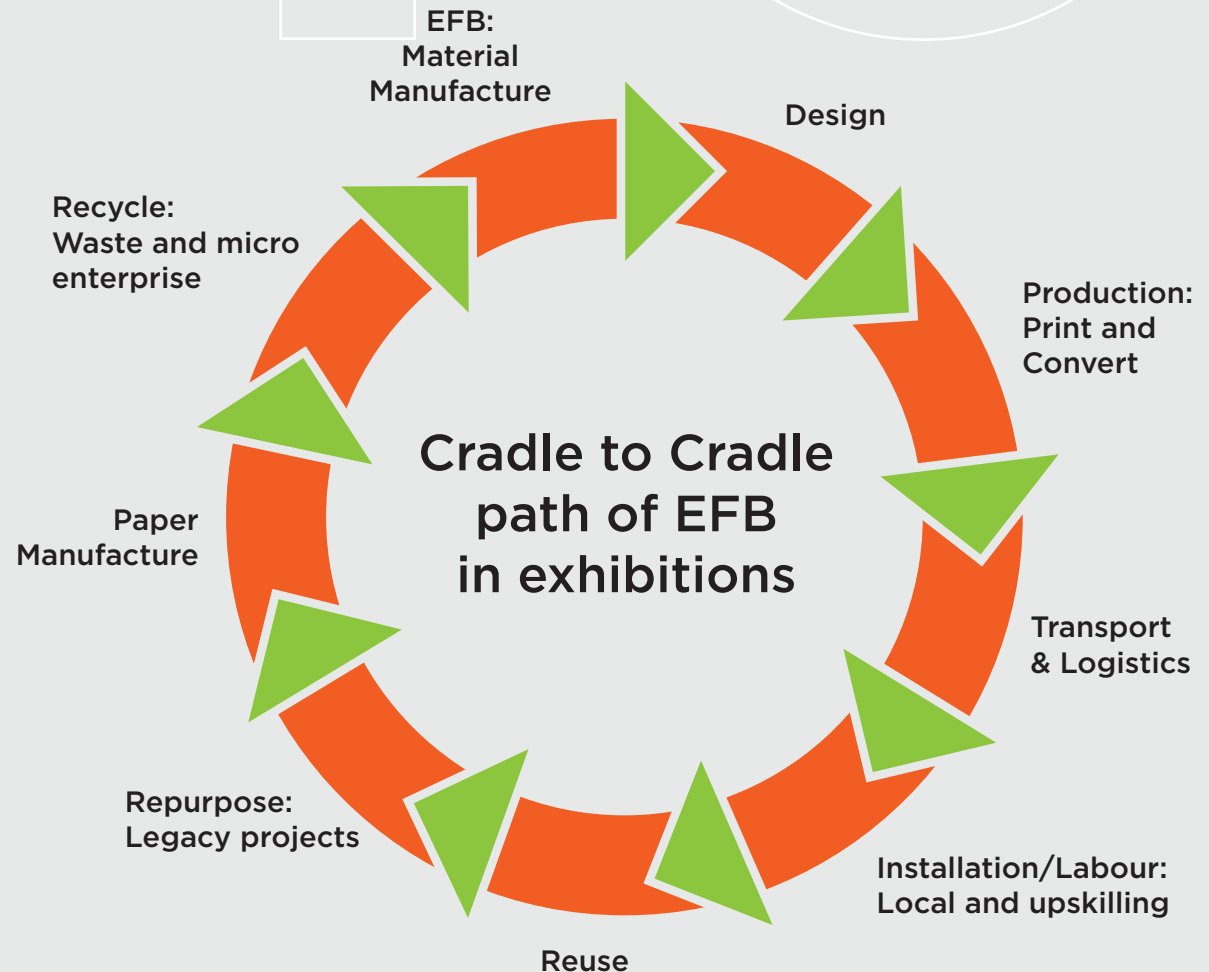
- Made from recycled material
- Repulpable
- Lightweight
- No tools required
- Flat-packable (storage and transport)
- Reusable
- Fire rating better than MDF
- Clean and non toxic
- Fully printable and rebrand-able
- EXCELLENT Sound mitigation
- Certified sustainable product



# THE CIRCULAR ECONOMY

We work on the principal of the circular economy as opposed to the linear economy.

A circular economy is an alternative to a traditional linear economy (make, use, dispose) in which we keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of each service life.



# A DIFFERENT APPROACH

While wondering through an exhibition hall images of landfill and possible toxic effects to the environment and humanity would not normally come to mind. But this is a reality. Historically the exhibition industry has a build & burn mentality, with structures being broken down and disposed of post event. The use of shell scheme with aluminium framework and PST panels alleviates some of this with multiple uses, but these materials are not recyclable.

So we at Resource Design decided a different approach was essential. By using EFB to build structures we discovered that not only were we now part of the solution and not the problem, but that there were a whole lot of other benefits such as a clean site, the speed with which the structures can be off loaded and built, less labour, great re-usability and of course cost savings. Designing and building in EFB requires a different approach to traditional build. To start with most of the work is done on the computer.

# A DIFFERENT APPROACH

**The process is as follows (once the concept and design is agreed upon):**

Designer creates cut files for every board. Board size is typically 1.2m x 2.4m / 3m and comes in 10mm and 16mm

Artwork is laid out on cut files

Files are sent electronically to a converter for print and cut

Usually a pre-build is done for new designs

Boards are then flat packed and packaged in crates (made from EFB) ready for transport

Once on site panels are unpacked and put together

Panels are joined with either bolts or locks made from EFB

In some instances boards are folded over and glued (with non toxic adhesive of course)

Once the structure is up, electrics can proceed and items such as screens can be mounted (yes, the board can most definitely take the weight of screens even large ones!)

Post event panels are dismantled and packed bak into the crates.

Because the boards are so light 2 to 4x persons can easily move the crates.

The beauty of this system is that the design can be done locally in consultation with the client and then sent to the convertor (anywhere in the world!) for production. All that is required for production is that the designer works with the convertor in order to ensure the same language is used on the cut lines!

# A DIFFERENT APPROACH

Whilst this system is not the answer for every exhibition booth, nor does it seek to be, (or a complete replacement for MDF & shell scheme) we have found a definite niche in the current market by the way of pavilions, small to medium size booths, government organisations and separate components for larger activations and events. Our typical client base is associations, government organisations, companies looking for a cost effective, reusable custom looking stand and those looking for a sustainable green alternative.

We like to come up with innovative ideas that lower the overall costs on the exhibition builds in order for the organisers have a bigger spend on the event, enhancing the overall experience without compromise.



# COMPOSITION OF EFB

## Size of board

1.2m x 2.4m

1.2m x 3m

16mm or 10mm

## Components

Paneling - can be single or double sided

Counters

Furniture especially branded

## Pricing

Pricing is calculated by costing the board type, size, print, cut and with the option of lamination.

## Finish Print

Print is a natural fibre based board consisting of a recycled kraft core sandwiched between printable white kraft liners. The high crush strength kraft core is manufactured from post-consumer recycled kraft waste. This offers designers and board converters a VOC-free and fully repulpable alternative to MDF, particle board and non-renewable rigid or foam-filled plastic sheeting.

## Kraft

Kraft is a lightweight and highly versatile kraft paper board with excellent stability and flat panel properties for internal applications. It exhibits an exceptional strength-to-weight ratio and is ideal for eco-chic fitouts. It can be direct-printed with white ink and surface-patterns can be knife-cut in the facestock of the board.





## AND THE ENVIRONMENT



### Impact on resources

- Our raw material comes from a renewable resource.
- Our virgin fibre supply is Forest Stewardship Council (FSC) accredited.
- 1 ton of our recycled board saves over 2 cubic meters of landfill and 17 trees.
- We do not use fossil fuels in the origin of our raw materials.

### Impact on sustainability

- Our 'cradle to cradle' approach benefits the environment.
- Our products are all 100% recyclable and repulpable.
- We reduce the use of energy and raw materials.
- We reduce waste.
- We avoid enviro contamination.

### Impact on natural ecosystems

- Our products are all Volatile Organic Compound (VOC) free.
- Our products are Elemental Chlorine Free (ECF) when bleaching – There is no CO<sup>2</sup> by-product.
- Our water based value added resins are all VOC free.
- Our adhesives are organic and VOC free.

*The finished products are also flat packable and re-usable.*



***Xanita Board is made from post-consumer repulped paper waste***



***Xanita Board is repulpable and recyclable***



***Our raw material supplier is Forest Stewardship Council (FSC) certified***

# THE COMPARISON



Our single biggest motivation to follow a sustainable model is the fact that MDF is toxic and damaging to our environment.

Coupled to the fact that MDF is also the single biggest material used in exhibition stands and a major contributor to waste.



# EFB BOARD IN **EXPO & CONVEX**

- Xanita Print is a cross between MDF and cardboard without the negatives. We manufacture it from upcycled kraft and bagasse fibres. It's amazingly light, flexurally strong, mitre-foldable, highly crush-resistant, resin and voc-free and better still, fully repulpable as industrial paper waste.
- Supplied in a print-ready satin white colour in various thicknesses and sheet sizes.
- Xanita Print is a natural fibre based board consisting of a recycled kraft core sandwiched between printable white kraft liners. The high crush strength kraft core is manufactured from post-consumer recycled kraft and sugar cane bagasse waste. This offers designers and board convertors a VOC-free and fully repulpable alternative to MDF, particle board and non-renewable rigid or foam-filled plastic sheeting.



# EFB BOARD IN EXPO & CONVEX

- Xanita EFB board is South African innovation and the only board of its type made from recycled material (vs virgin fibre) also totally recyclable and repulpable.
- Resource Design has collaborated with Xanita since 2011 in an alliance focussed on turning the wasteful exhibition industry into a showcase for sustainable practice.





# EFB BOARD IN EXPO & CONVEX

- The material is not only sustainable but allows for a extended chain of sustainable practices and spinoffs.
  - Less staff to set up and derig 60% less staff
  - Smaller transport vehicles as the material can flatpack 25% of contemporary cubic m
  - Faster set up times on site allowing clients to have a shorter load in and less days of venue rental
  - Flatpacked for ease of storage
  - Reuseable and modular in desig for reconfiguration
  - Great sound mitigation for heightened meeting experience
  - Structural so can hang screens and mount shelves



# EFB BOARD IN **EXPO & CONVEX**

These unique traits allow these sustainable stands to be set up and derigged with no mess, no fuss and with no environmental impact to the venue – no damage. A revolution in expo booth design and implementation using a trusted friend fondly known as “karton” in Europe. These logistical and other factors allow top end aesthetics at competitive pricing. Financially Sustainable also being one of our guiding principles.

Resource Design/Xanita contributes directly to the SA green -economy with job creation. It also contributes to legacy projects where the board is reused and repurposed before finally going back into the environment. These include community upliftment and social upliftment projects such as the Amy Foundation and Street Smart that we support.



# AWARD WINNING PROJECTS

CONSTRUCTED USING  
EFB BOARD



## **WESGRO: 2012 & 2014**

SHOW: TRAVEL INDABA DBN

AWARD: Gold booth medium size

## **WESGRO: 2016 & 2017**

SHOW: TRAVEL INDABA DBN

AWARD: Gold booth medium size

## **WESGRO: 2014**

SHOW: MEETINGS AFRICA JHB

AWARD: Best (Gold) sustainable booth medium size

## **WESGRO: 2017**

SHOW: MEETINGS AFRICA

AWARD: Best (Gold) sustainable booth large size

## **WESGRO: 2017**

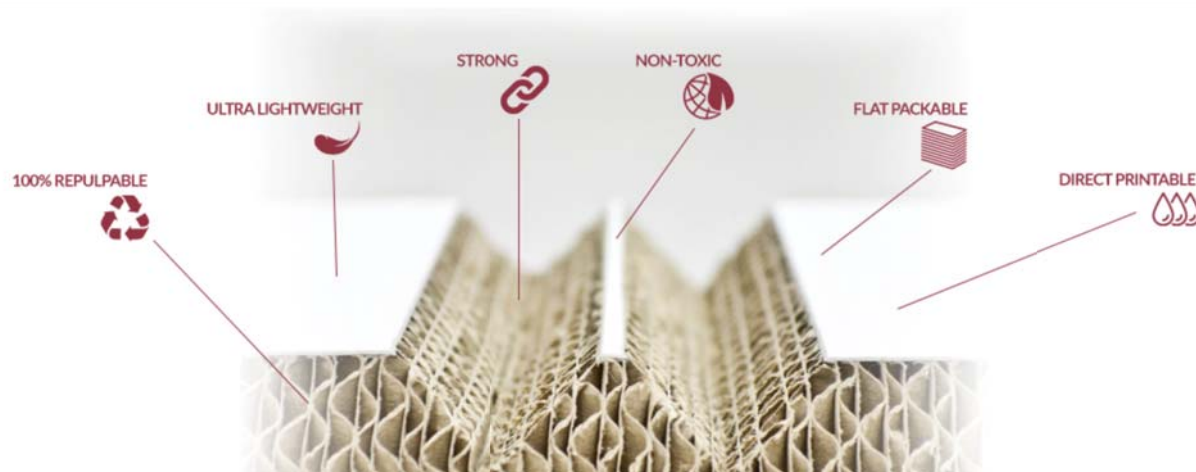
SHOW: WORLD TRAVEL MARKET

AWARD: Most sustainable booth medium size

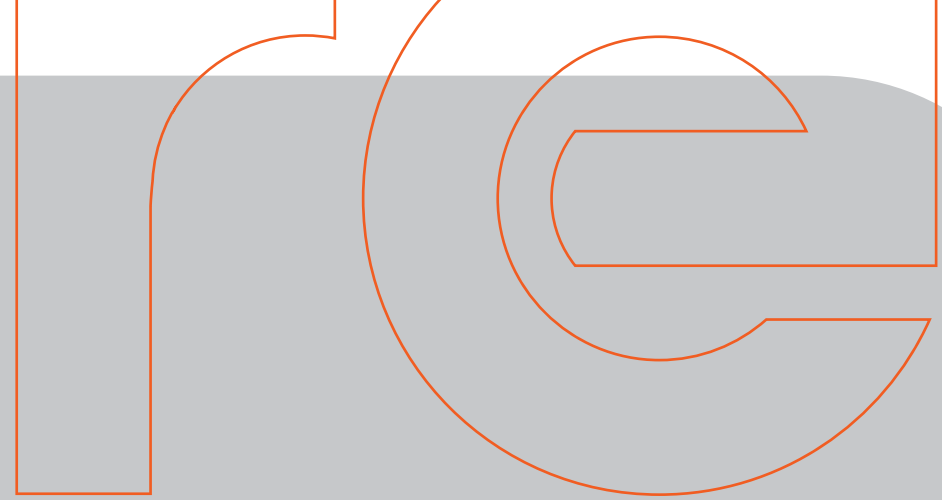
# CASE STUDIES

OF PROJECTS CONSTRUCTED USING  
EFB

# ICE



# WESGRO



The Regional Investment Promotion Unit focus's on investors and assists local and foreign businesses in unpacking the landscape and navigating a multitude of key sectors.

Contracts are awarded on a 3 year basis and Resource Design has had the privilege of being awarded this contract for the second time.

The first 3 years saw the stand constructed mainly from X-board and was reused approximately 16 times. Each year saw a different design but the majority of elements were reused with only a few parts replaced.

# WESGRO

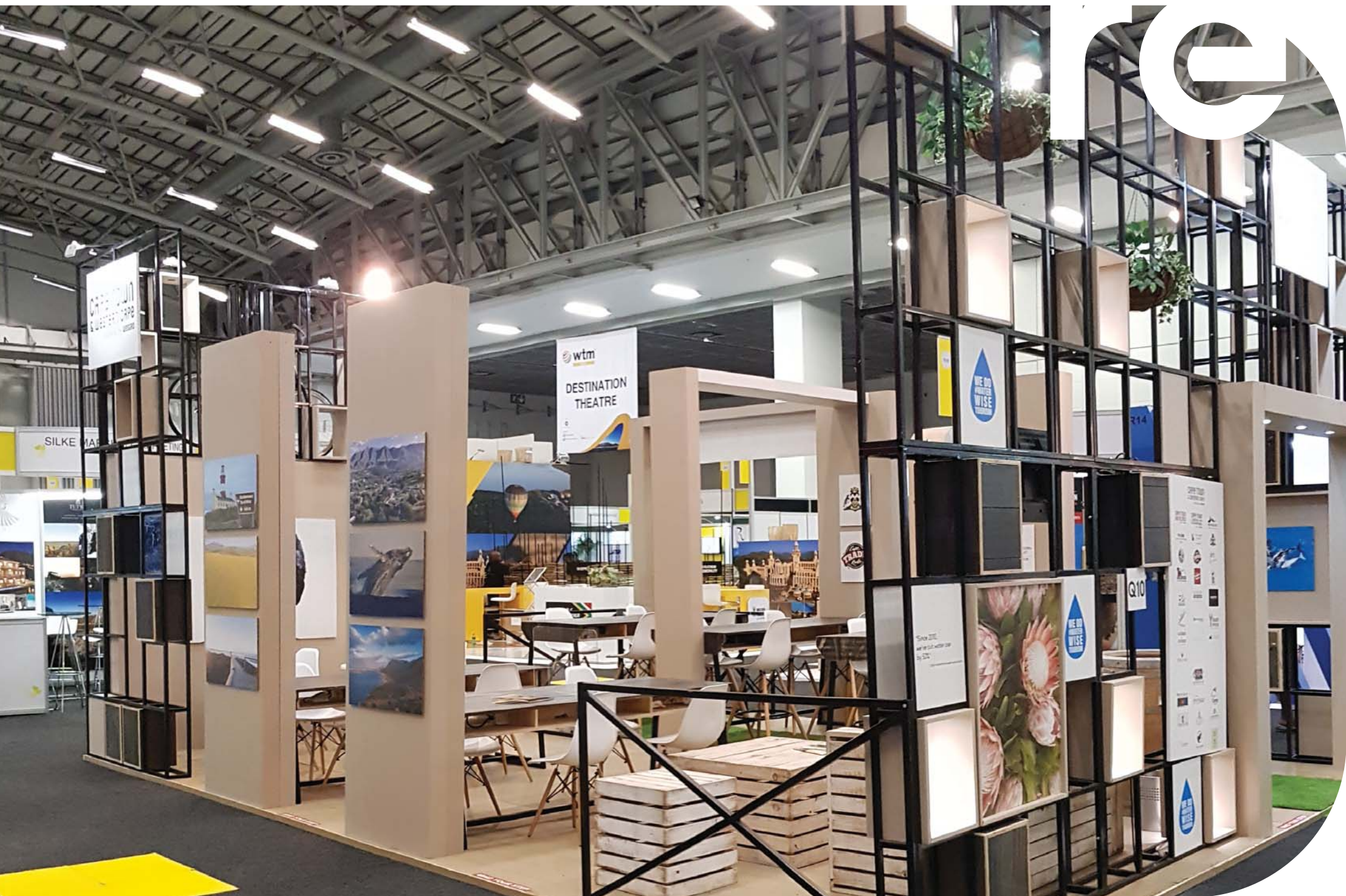


The booth has won numerous Gold at a number of shows over the last 5 years.

With the awarding of the contract for the second time, Resource Design has opted for a slightly different approach. Using reclaimed materials the design has incorporated some steel framework and reclaimed timber panels. The design was reconfigured to fit into 4x different layouts and booth sizes.

Once again the design won Gold medals at 4x different events.



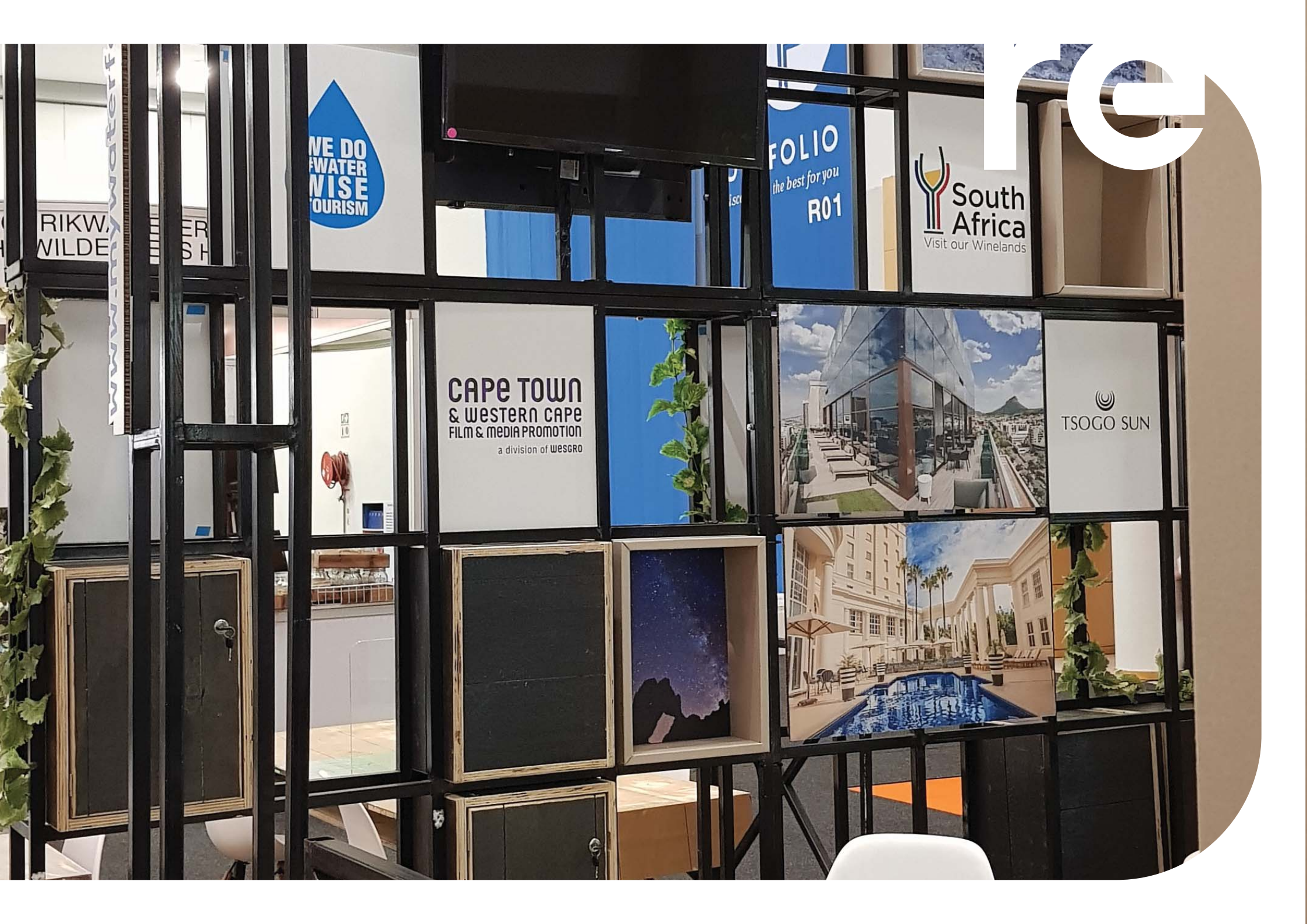




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HALL 1

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Chart Farm- Rose Picking, Wynberg

Touring Cape Towns Under











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& WESTERN CAPE**  
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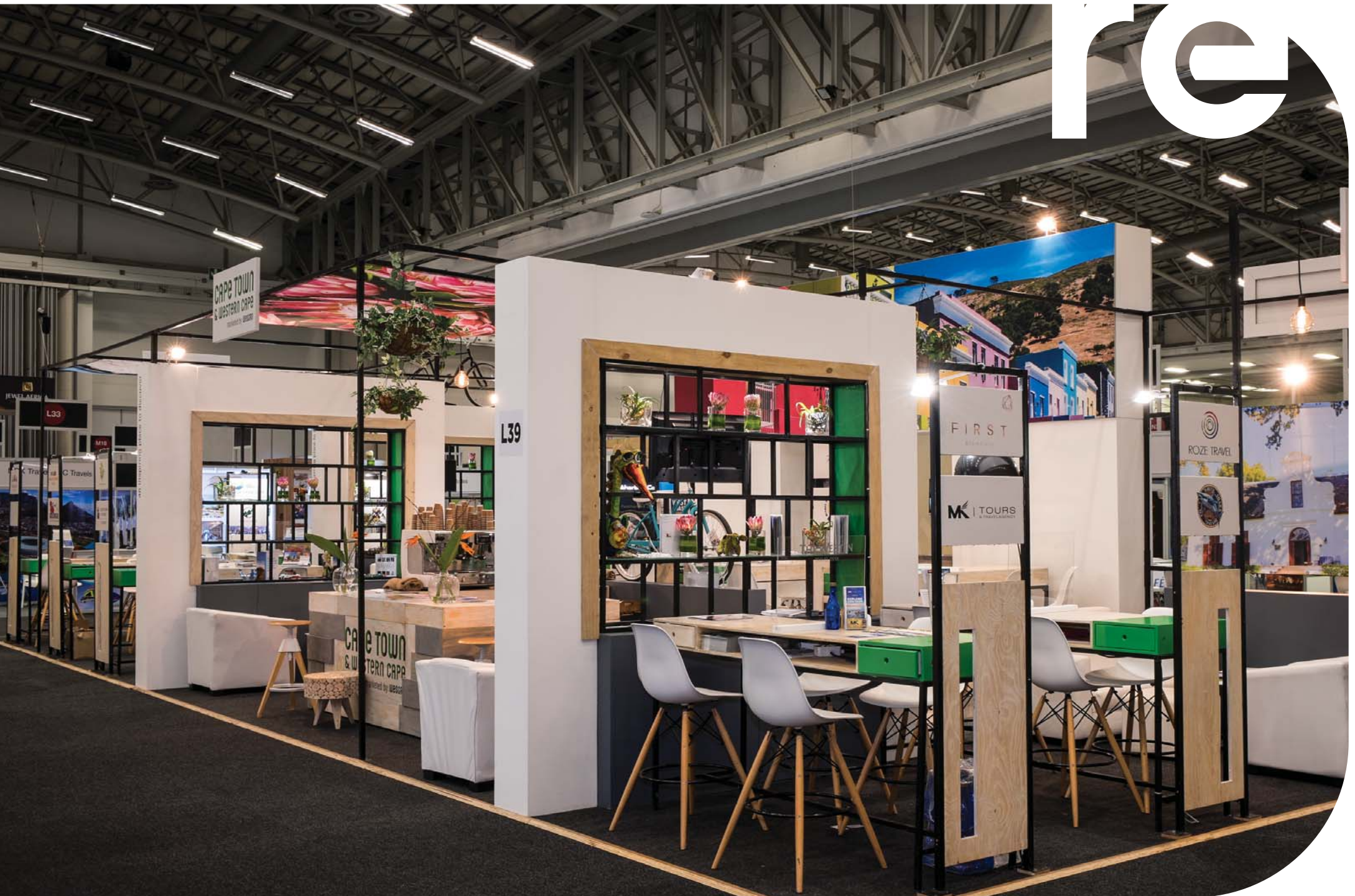


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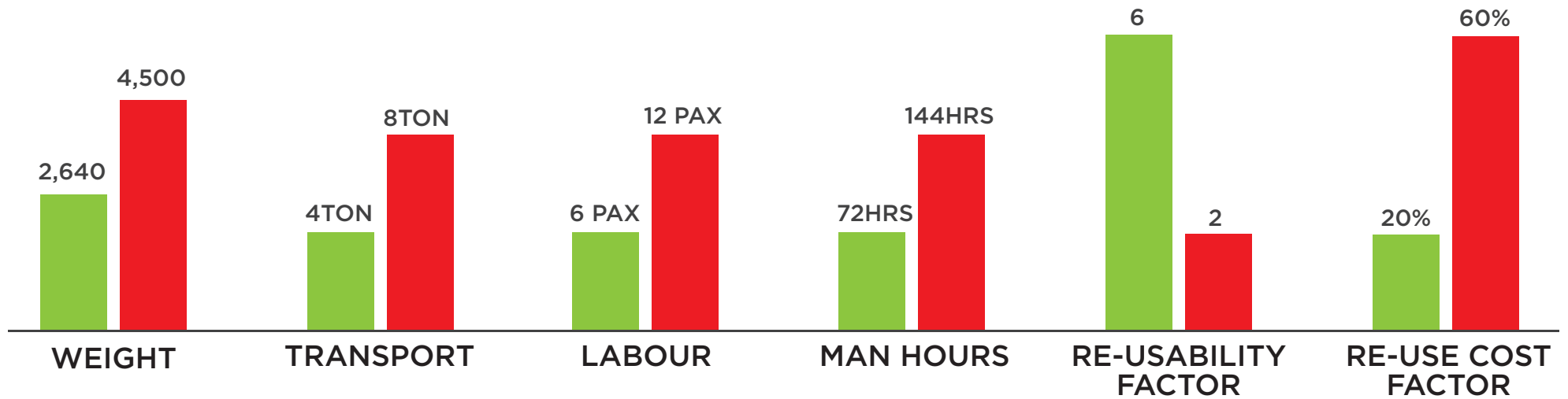
an inspiring place to discover

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# KEY PERFORMANCE INDICATORS

WESGRO



KEY ▶ EFB MDF



# WOSA

## WINES OF SOUTH AFRICA

CAPE WINE 2012, 2015 & 2018

- WOSA is an expo run by the not-for-profit industry organization which promotes the export of all wines in South Africa.
- 300 booths constructed in Xboard
- Build up completed in 2 days
- Post show each booth packaged and delivered to exhibitor
- The largest sustainable exhibition event globally to date

















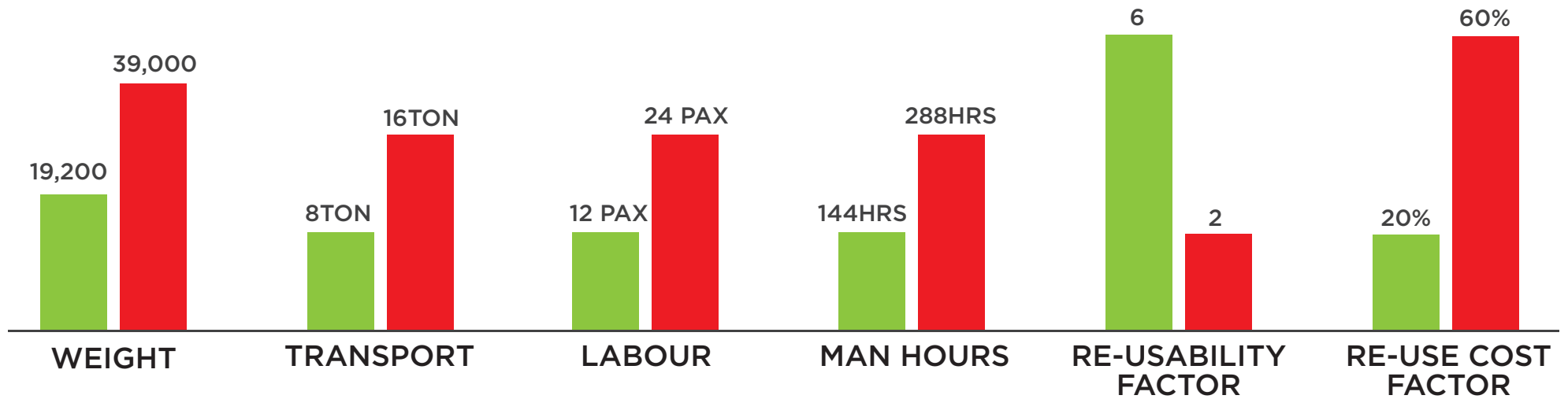
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# KEY PERFORMANCE INDICATORS

WOSA



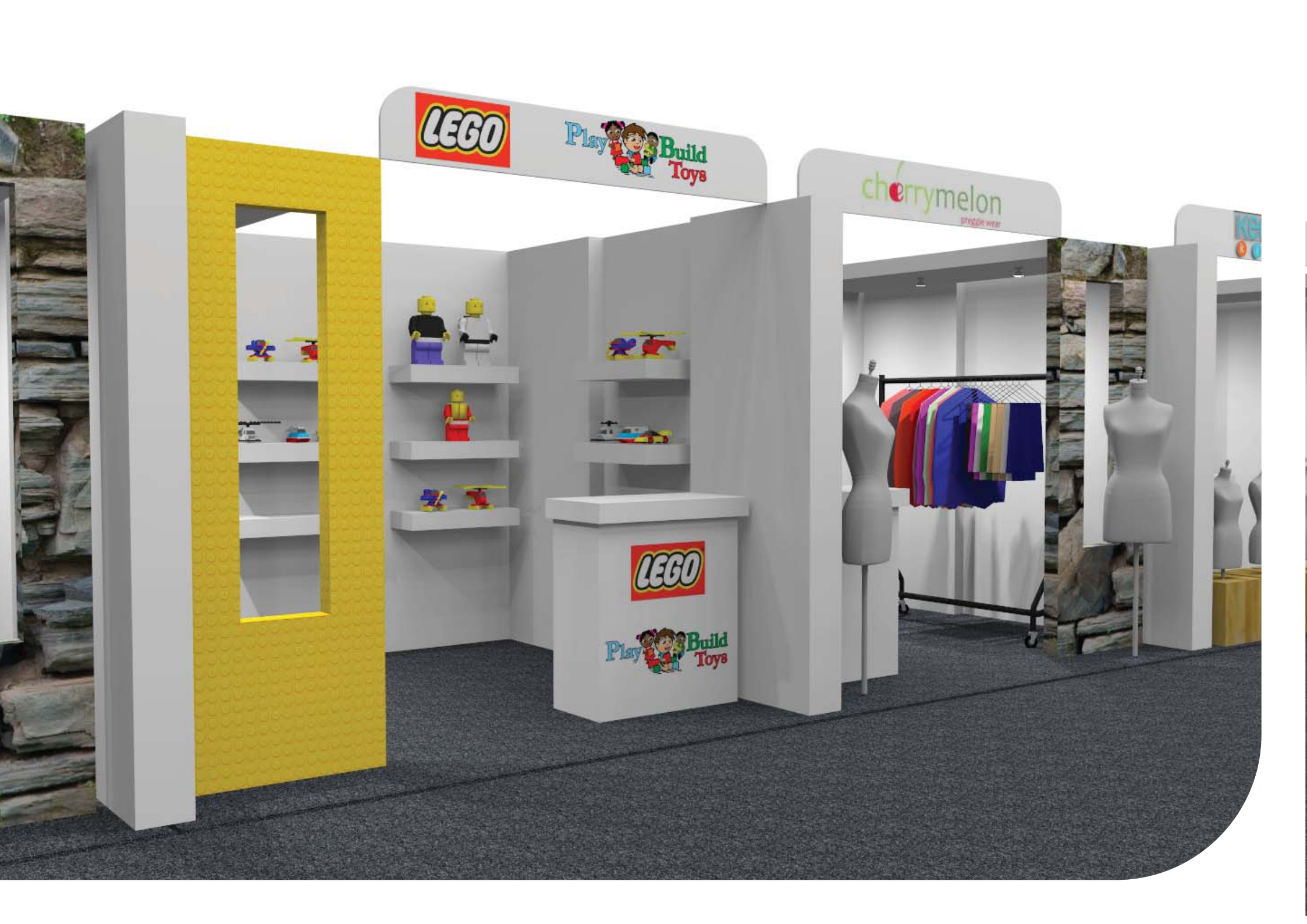
KEY ▶ EFB MDF

# SACSC

- From 2014 South African Council of shopping Centers opted to use Xboard for there pavilion
- Medium sized custom made units for individual retail outlets
- Units were used for 3 years in a row before changing the design
- 2017 new hybrid design

**This sustainable design contributed to a 30% growth in exhibitor subscriptions year on year.**

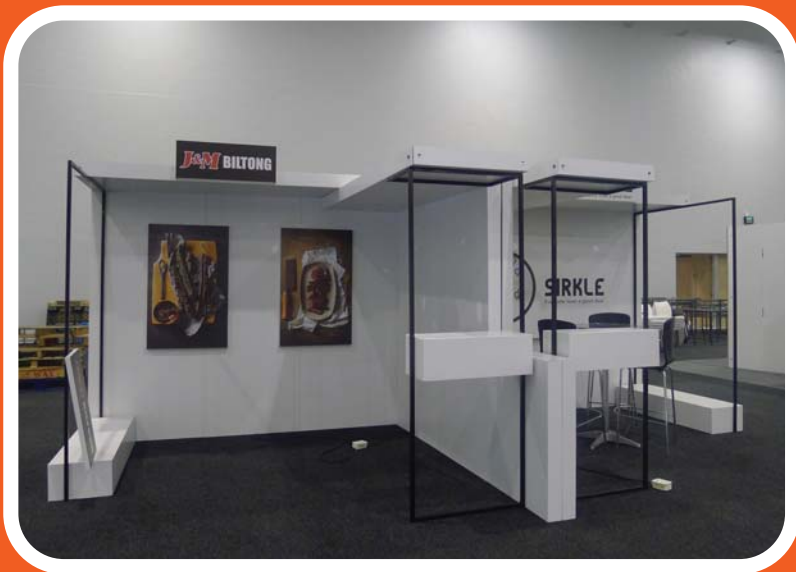












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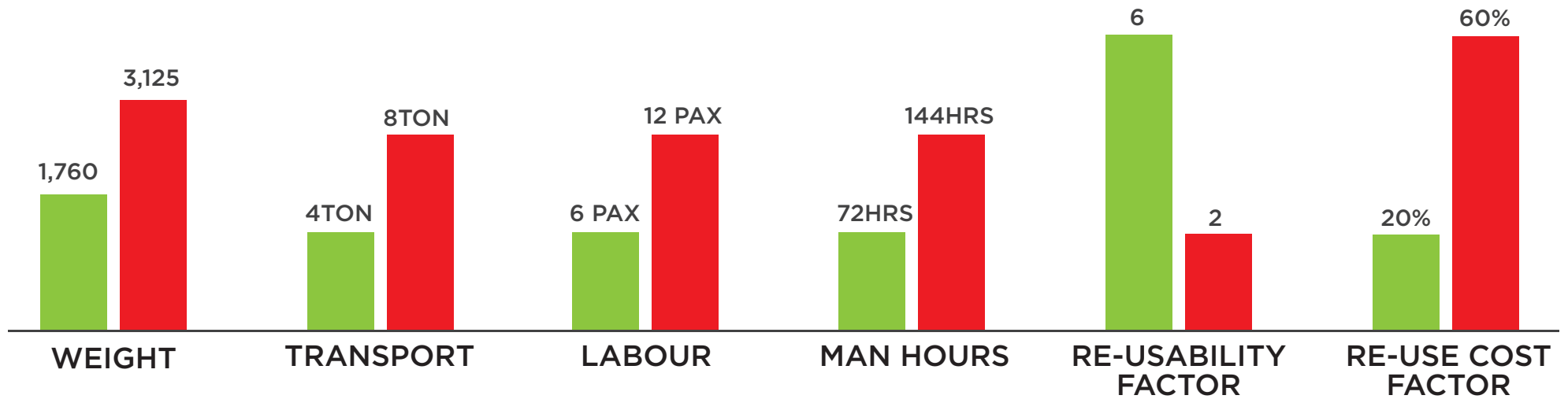
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PERSONALISATION



# KEY PERFORMANCE INDICATORS

SACSC



KEY ▶ EFB MDF

# KEY PERFORMANCE INDICATORS

IN 25 MINUTES



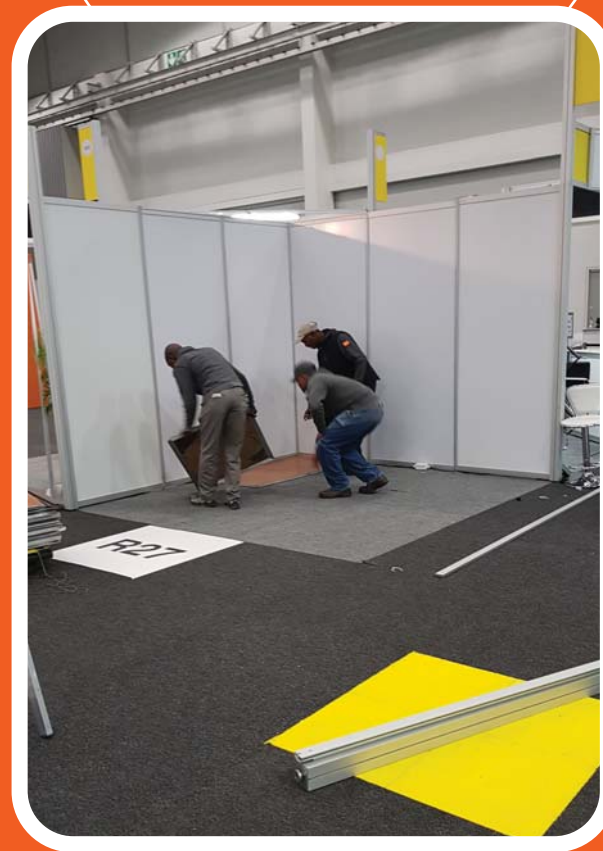
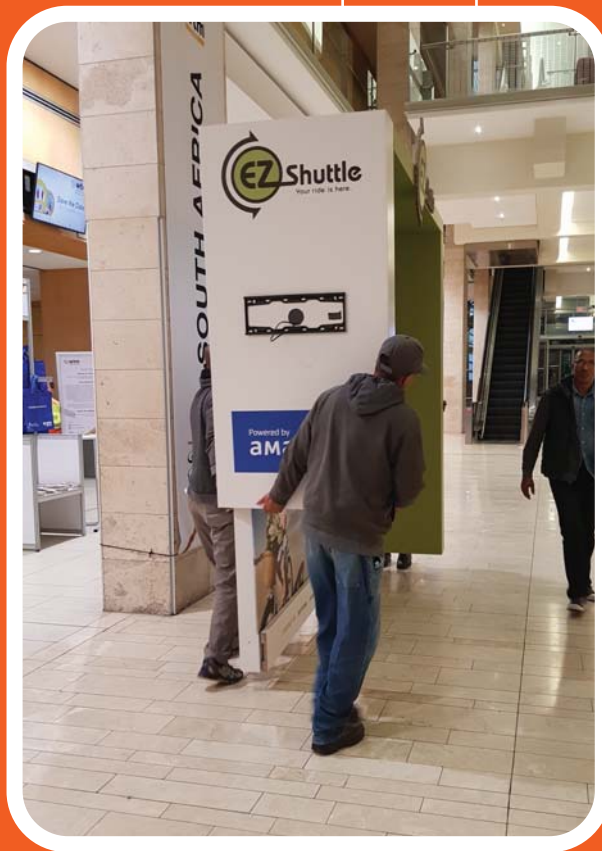
## THE SCENARIO

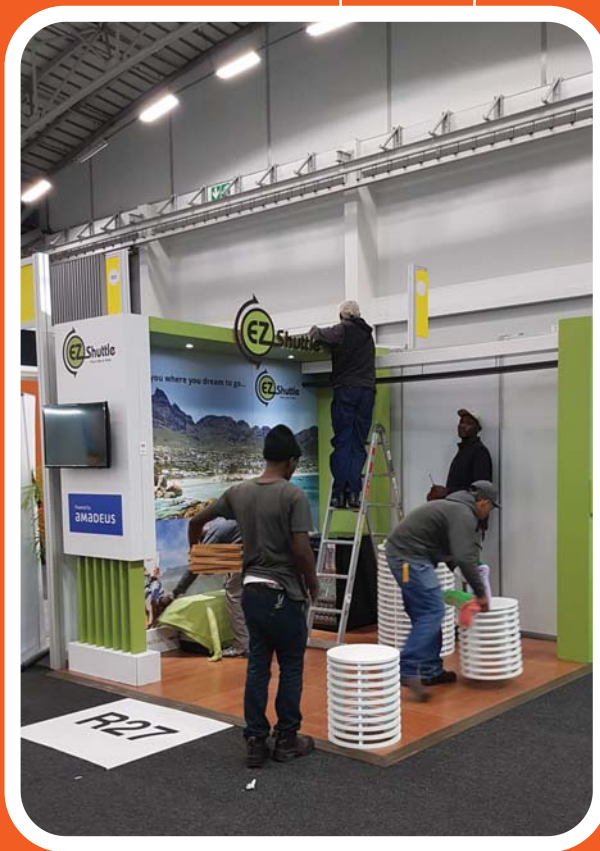
The exhibitor had the opportunity to upgrade to a better location within the hall

## WAS THIS FEASIBLE?

Maybe not with a conventional stand, but with a sustainable option we could action it in 25 minutes











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# IN CLOSING

- We believe that through design we are all able to create sustainable change in our own lives and in our world.
- We are passionate about quality and will always go the extra mile. We are designers with an affinity for innovation and a passion for positive change.
- Inspired to be part of change rather than adding to the problem we took a conscious decision to promote sustainability through design and use of best practice and materials.
- After ticking off reusability, lightweight, easy set-up, flat pack, printable, re-brandable and undeniable aesthetics we now also speak fluent affordability.





# IN CLOSING

“When deciding what’s Green, exhibitors care less about how environmentally friendly the operations are of the company that produced the product and more about the material used to make the product.”

**AN INCONVENIENT BOOTH © EXHIBITOR MAGAZINE GROUP**

“With the advent of Green exhibiting at this moment in time, you have the opportunity to say you were there at the beginning, when confusion reigned and nobody had a clue. You were there before the 100-percent Green portable display was introduced and before Green-exhibit certification existed. Talk about bragging rights! ”

**Lee Knight, editor in chief , [Exhibitormagazine.com](http://Exhibitormagazine.com)**

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RESOURCE DESIGN

THANK YOU.