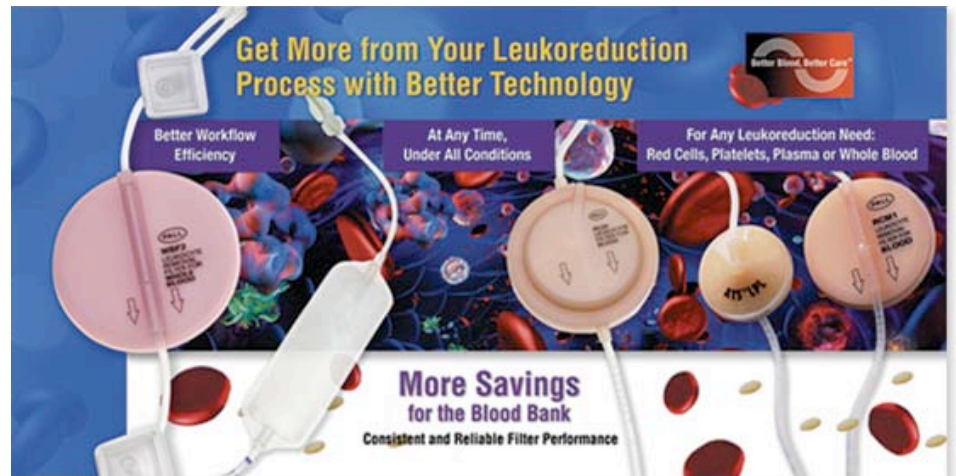


Client: Pall Medical/SJS Consulting

Industry: Medical Devices

Client's Unmet Needs

The Pall Medical Blood Filtration Technology and Bacteria Detection Systems were complex messages that needed to be designed into a lucid, distinctive trade show booth for an international biotechnology trade show in Detroit.



Greater Revenue through Creative Solutions

Pall Medical engaged Creative Solutions to develop their trade show signage for its enormous and extravagant trade show booth.

Creative Solutions developed the positioning strategy of *'humanizing the technology'* while aligning the Pall Medical brand with its mission to create innovative, quality medical devices that inspire medical facilities around the world.

The wall-sized trade show signage was successful and helped lead to increased revenues.

Driven to develop products of quality and distinction, Pall Medical leads the industry with unsurpassed innovation and state of the art technology.



A few of the trade show booth panels designed by Creative Solutions for Pall Medical's international biotechnology trade show.

CREATIVE SOLUTIONS, INC.