

# Gold is the new *green*



Helping organizers to  
make the sustainable  
choice *the easy choice*





Setting sustainable goals in a boardroom is one thing.

*Executing them on the show floor is another.*



# When ambition meets *the show floor*

Across the event industry, sustainability is firmly on the agenda. Organizers are setting waste reduction goals, increasing CO2 transparency, and responding to growing stakeholder expectations.

But let's be honest: setting goals in a boardroom is one thing. Executing them on the show floor is another.

Exhibitors prioritize design, budgets, and deadlines. Sustainability matters to many of them as well, but it needs to fit within those priorities.

If a sustainable option feels complicated, unclear, or risky in terms of cost or timing, it becomes harder to choose, especially when deadlines are close.

For organizers, this is a familiar bottleneck. You may set clear sustainability goals at event level, but progress depends on many individual decisions. Some exhibitors go further. Others keep things simple. The result is uneven implementation, even when everyone shares good intentions.

The challenge is to make the right choice the easiest one to make.



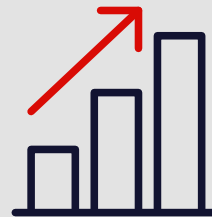
# Making the sustainable choice *the easy choice*

The most effective way to increase adoption is to lower the threshold. Instead of asking every exhibitor to rethink sustainability from scratch, you build reuse into the standard offer. This is where structured, **certified package lines** play a role.

In a certified system, the core structure, key components, and material standards are already designed for repeated use. Exhibitors still choose their layout, branding, and finishing details. But the foundation is aligned with reuse from the start.

**Better Stands** is an example of such a method. It allows you to:

Offer clear sustainability levels



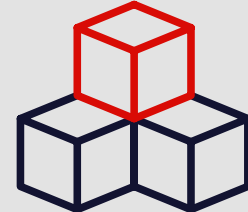
Encourage exhibitors to take steps



Make reuse measurable






Provide clear frameworks without obligations



Within the **Better Stands** framework, systems are assessed across ten stand elements.



Systems are rated Disposable, Bronze, Silver, or Gold based on measurable reuse criteria.

	Category	Items	Disposable	 BETTER STANDS BRONZE by NZCE	 BETTER STANDS SILVER by NZCE	 BETTER STANDS GOLD by NZCE
Reused	1	Stand structure and walls	✗	✓	✓	✓
	2	Platform or raised flooring	✗	✓	✓	✓
	3	Furniture and equipment	✗	✓	✓	✓
	4	Lighting	✗	✓	✓	✓
	5	Fascia and overhead signage	✗	✗	✓	✓
	6	Rigged structure	✗	✗	✓	✓
	7	Ceiling	✗	✗	✓	✓
	8	Display facilities	✗	✗	✓	✓
Reused/ Recycled	9	Floor covering	✗	✗	✗	✓
	10	Graphics and decorative items	✗	✗	✗	✓



# The world's first *Gold-certified* package line

Gielissen has developed a product line that you as an organizer can offer to your exhibitors to better support them.

This shifts your role as an organizer from controlling to facilitating. It is not a new standard that replaces everything, it is **a practical instrument** for improving step-by-step.

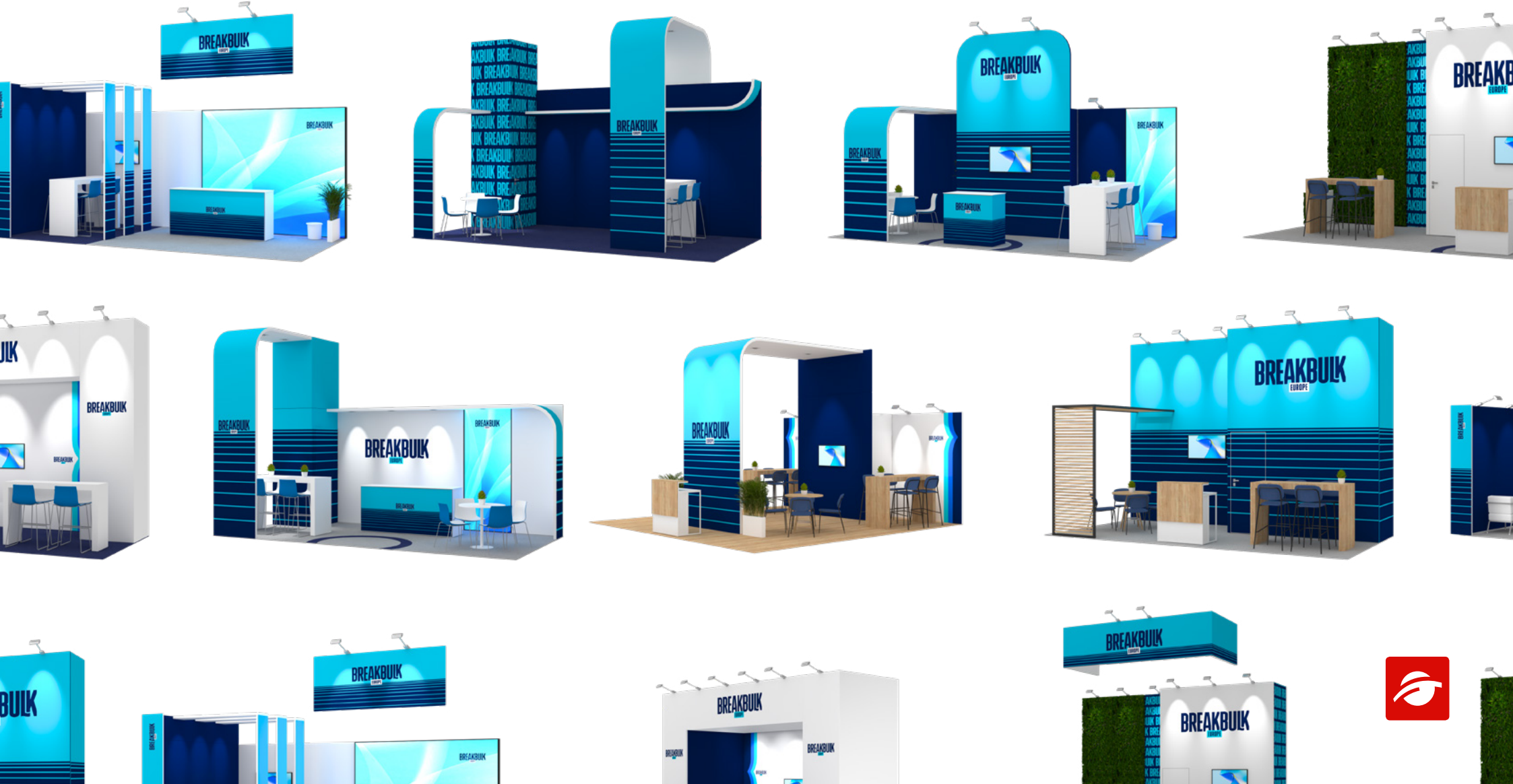
- ✓ One modular base system
- ✓ Reusable aluminum structures
- ✓ Rented furniture
- ✓ Recyclable graphic elements
- ✓ LED lighting
- ✓ Recyclable flooring solution
- ✓ Minimum 90% reuse within the relevant categories



Our package line developed for Breakbulk Europe has been certified as Gold.



The modular system is flexible enough to support every exhibitor's identity.



# Predictability *is power*

This product line from Gielissen stands out from traditional construction systems because it is a certified total concept. Rather than being assessed per individual stand, it is evaluated as a complete package that has been pre-tested and rated at the Gold level.

By working with this product line:

- There are fewer waste streams on and around the exhibition
- Setup and breakdown are predictable
- There are fewer individual suppliers and deviations
- Assembly is faster and safer
- There is more control over quality and appearance

You offer exhibitors an attractive, scalable, sustainably designed stand concept, saving them from having to reinvent the wheel.

They can still design the layout, branding, and upgrades however they want. This approach integrates sustainability into the event architecture instead of treating it as an optional addition.



# Talk to *Edenio*

Curious how a Gold-certified package line could work for your show? Talk to Edenio Woudstra-Sabajo.

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*stories*



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