



Splitting From Pack Brings Success

Defying the industry norm helped KPSS, Inc. steal the thunder of larger competitors and set a sales record while relaunching its KMS California hair-care brand and introducing a new product line.

As usual, major brands occupied massive spaces up to 200' by 200' with simulated salons and product displays. In contrast, Skyline designed identical twins – one 30'-by-50' exhibit for three U.S. shows and another for three shows in Canada – with large photos of real people in casual, outdoor settings to promote a brand image based on individuality and lifestyle.

“If we can’t be the biggest, we want to be the best,” says Pierre Goneau, vice president of education at KPSS, an international company that distributes hair-care products exclusively to salons. “We’re breaking the mold. The visuals are so impactful. The booth created this emotional attachment that we did not anticipate.”

Goneau was pleased with Skyline’s exhibit design and its service at shows: “Skyline being national meant that we get the same quality wherever we go. They’re creative and flexible and just so easy to work with.”

Name

KMS California

Primary Business

Apparel & Personal Care

Exhibit Size

30' x 50'

Products / Services

Tube System
Engage®
Fabric Structures
Fabric graphics
Exhibit Rental

Key Objectives

Design
Service network
Customer service