



## Shell UK Oil Products

**Vertical Market:** Lubricants and Bitumen

**Venue:** Driscoll Brother's Group has designed and built stands for Shell in Birmingham, London, Hillhead Buxton, and Paris.

## The Challenge

Driscoll Brother's Group has designed and built stands for Shell UK Oil Products and Shell Bitumen for many years. A new concept was needed for the commercial vehicle show at the NEC Birmingham. Shell needed a new design to help promote their new product launch and brand.



Creative and innovative exhibition designs

## The Solution

A new product launch required a total rethink of how to promote the product and Shell UK Oil products brand. The exhibition stand was designed with great flair and motion, making best use of corporate guidelines as this was an important aspect of the brief, which was developed over several weeks working together.

## Testimonial

“ We at Shell UK Oil Products have a good relationship with Driscoll Brother's Group having used their services for both The Hillhead Exhibition and the CV Show 2008. Driscoll Brother's Group have consistently delivered an excellent service combining a very high standard of creativity and Project Management.

We are always impressed by Driscoll Brother's Group commitment to each event and their ability to translate strategies into creative and innovative designs. ”

*Estelle Holowenko, Shell UK Oil Products*

**Do you have an exhibition requirement?**



**Call Us**  
**0844 826 0373**

[www.driscoll-brothers.com](http://www.driscoll-brothers.com)