

## Buckinghamshire based Exhibition Stand Designers Show How to Buck the Economic Downturn

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After reporting record sales figures of their own in the year to May 2012, RB Design & Display are looking forward to continued success in their new financial year. The exhibition stand design and build experts are helping UK businesses overcome the economic downturn by improving their marketing.

Many businesses are realising that the best way to recover from a recession is to invest in marketing that can gain new business. Exhibition stands are an ideal way to project the quality of your business while talking to new clients.

The dynamic, High Wycombe based company produces exhibition, display and event solutions in the UK and abroad. Their experience and skills have helped enterprises such as McAfee, Oracle, Samsung and Symantec to showcase their portfolios, at some of the biggest events and exhibitions around.

Managing Director Richard Braddick says "Our growth has been built on providing creative, unique display solutions that our clients want. Staying at the forefront of technology innovations in the marketplace has also allowed us to remain competitive and ultimately successful".

RBs innovative style has helped them enjoy huge success on the domestic and international trade show circuits. With enquires and sales of their exhibition stands continuing to rise, it is evidence that quality products and services will continue to sell in todays difficult trading conditions.

In the first half of 2012, RB Design & Display reported that, despite the current economic climate, sales are 20% up on the same time last year. This is great news for other small and local UK business. A proverbial silver lining showing that it is still possible to grow and expand.

Exhibitions continue to be essential for many businesses and offer many benefits compared to other forms of advertising and marketing. They provide a unique opportunity to interact with a large number of clients and build relationships through networking. It is also possible to get immediate feedback from customers about a new product or service.

### About RB Design & Display

Exhibition stand contractors [RB Design and Display](http://www.rbdisplays.co.uk) have more than 20 years experience providing effective display and marketing solutions for businesses across the UK and internationally. They offer a range of different stand and display systems, along with exhibition graphics, lighting and a full AV service. For more information and to view their work, visit [www.rbdisplays.co.uk](http://www.rbdisplays.co.uk).

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