

conform wins new partners

Halle/Westfalen, 5. February 2020 – The conform GmbH, expert for Brand Spaces located in Halle/Westfalen, Germany, has repositioned itself strategically. As the company announced, in January 2020 it became part of a new group of companies in the field of Live Communication. Further group members are at present Schendel & Pawlaczyk Messebau GmbH from Münster and MMD GmbH from Munich. Principal shareholder of the new alliance is the entrepreneurial investment company GENUI based in Hamburg.

The Live Communication market has been experiencing strong growth during the last years. Brand spaces, exhibitions and events play a significant role in the global marketing mix of B2B companies. „By three internationally successful suppliers for three-dimensional brand stagings joining forces and thus pooling industry competence, capacities and resources, we can meet the growing demand and requirements of the market. We ensure competitiveness and create the basis for new company growth“, says Patrick Jürgens, General Manager of conform and responsible for Sales, Concept & Design.

The goal has been clearly stated: „We want to become one of the leading European companies in the Live Communication industry.“ Together with Markus Sperlich, Head of Finance & Administration, Patrick Jürgens will continue presenting the top management of the Brand Space specialist from Halle/Westfalen. conform founder and previous principal shareholder Uwe Sperlich, who already stepped down from his operational position in 2014, leaves the company at his own request.

All services from a single source

For more than 30 years, around the globe, conform has planned and realised experience-focussed exhibition stands, brand spaces, showrooms and mobile presentations for internationally operating companies and industry leaders such as Zwilling, heroal and evonik – due to extensive strategic competence, creative passion and high-quality implementations.

The service portfolio includes Consulting, Concept & Design, Project Management, Construction and Logistics.

Part of the strategy of the new Live Communication Group is the expansion and development of the innovative service range. „For our clients it is essential to generate added value for the entire corporate communication. In this context, for example, integrated digital concepts and new technologies in the field of brand and product presentation gain more and more importance“, knows Patrick Jürgens. The goal is to expand the position as a one-stop-shop for our clients and set new standards in terms of operational implementation and the subject of sustainability, on a national as well as international level. The chances are good. The new group of companies is excellently positioned with subsidiaries in the United States and Brazil as well as a strong partner network in Asia.

About conform GmbH

Founded 1989, conform is a successful specialist for Brand Spaces and Live Communication. Across industries, and for leading enterprises, the company plans and designs as well as implements three-dimensional brand stagings that convey strategic messages putting the focus on creating integrated experiences and lasting impressions. Exhibition stands, brand spaces, showrooms or mobile presentations - conform stands for strong concepts and innovative implementations. At the company headquarter in Halle/Westf. more than 60 committed personalities work on more than 250 projects a year, worldwide and in any size.

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