

## News from Norm

### Dealers Wanted

For years we have been marketing our portable display system Vario Display™ in an industry that has already been saturated by portable displays. Our approach has always been the same over the past 40 years. Sell components to full service exhibit designers and producers who have the ability to understand the product and utilize it in a custom manner while incorporating their own graphics. This approach has served us well over the years with our traditional products, but it's not what the portable dealers were accustomed to.

Portable display dealers are exactly that. They are dealers and not manufacturers. They want something they can sell and not a box of aluminum pieces that requires an engineering background to assemble. Well, we have good news for all you dealers and distributors out there. You can now purchase custom portable displays directly from OCTANORM® USA that are engineered, packaged and complete with graphics and setup drawings. There are 11 designs available and all are designed around the Vario Display™ product line. They can be viewed in the "Showroom" section of our website at [www.octanormusa.com](http://www.octanormusa.com)

So now we're searching for OCTANORM® Display Partners (ODP). If you think these displays might be a good fit for your company, please let us know. Your Regional Sales Manager will be happy to explain the benefits of becoming an ODP.

Sincerely,  
OCTANORM USA, Inc.

Norm Friedrich  
President



701 Interstate West Pkwy.  
Lithia Springs, GA 30122-3224  
Tel. - (770) 732-1520  
Fax. - (770) 732-1620  
<http://www.octanormusa.com>



### 2009 Calendar

Event Description	Begin Date	End Date
TS <sup>2</sup> , Chicago, IL	7/21/09	7/22/09
IRDC - Dallas, TX	9/23/09	9/25/09
OCTANORM® USA, Inc. Training Seminar	10/19/09	10/20/09

## OCTAtraining Seminar

Our training seminar is one of our most popular tools for educating dealers and builders on our products. The next seminar will be held October 19-20, 2009, in Atlanta, Georgia. This intermediate-level seminar is an excellent opportunity for designers, engineers, detailers, and project managers to learn more about the exciting products OCTANORM® has to offer.

The seminar includes topics such as our innovative OCTAcatalog software, advanced quoting procedures, and new products. We also include constructing an exhibit, touring the OCTANORM® USA, Inc. facilities and enjoy benefiting from the experiences of our informative guest speakers. The seminar concludes with an opportunity to show off your own creativity with OCTANORM® in our design challenge competition. It's an exciting adventure into the World of OCTANORM®!

Limited space requires that you make a reservation in advance – but hurry, seats for this fantastic experience go fast!

If you are interested in making a reservation or would like additional information please contact [amuldoon@octanormusa.com](mailto:amuldoon@octanormusa.com).

## Labor Codes

For those of you that review your estimates and sales order acknowledgements, they are going to look a little different in the next couple of weeks. OCTANORM® USA, INC. is implementing a whole new series of labor codes. There are a number of reasons for this change. The two most important being, a more accurate method of fulfilling complex orders in our production facility and the integration of a custom software program designed to assist our Partners in accurate estimates of OCTANORM® projects.

A key to all of the new labor codes will be posted on our website in very near future, please feel free in contacting your Regional Sales Manager for additional information.

OCTANORM® USA, INC. LABOR CODES		
End Labor 'X'	End Labor 'W'	Profile Labor
ELA001	ELB001	PL201
ELA002	ELB002	PL202
ELA003	ELB003	PL203
ELA004	ELB004	PL204
ELA005	ELB005	PL205
ELA006	ELB006	PL206
ELA007	ELB007	PL207
ELA008	ELB008	PL208
ELA009	ELB009	PL209
ELA010	ELB010	
ELA011	ELB011	
ELA012	ELB012	
ELA013	ELB013	
ELA014	ELB014	
ELA015	ELB015	
ELA016	ELB016	
ELA017	ELB017	
ELA018	ELB018	
ELA019	ELB019	
ELA020	ELB020	
ELA021	ELB021	
ELA022	ELB022	
ELA023	ELB023	
ELA024	ELB024	
ELA025	ELB025	
ELA026	ELB026	
ELA027	ELB027	
ELA028	ELB028	
ELA029	ELB029	
ELA030	ELB030	
ELA031	ELB031	
ELA032	ELB032	
ELA033	ELB033	
ELA034	ELB034	
ELA035	ELB035	
ELA036	ELB036	
ELA037	ELB037	
ELA038	ELB038	
ELA039	ELB039	
ELA040	ELB040	
ELA041	ELB041	
ELA042	ELB042	
ELA043	ELB043	
ELA044	ELB044	
ELA045	ELB045	
ELA046	ELB046	
ELA047	ELB047	
ELA048	ELB048	
ELA049	ELB049	
ELA050	ELB050	
ELA051	ELB051	
ELA052	ELB052	
ELA053	ELB053	
ELA054	ELB054	
ELA055	ELB055	
ELA056	ELB056	
ELA057	ELB057	
ELA058	ELB058	
ELA059	ELB059	
ELA060	ELB060	
ELA061	ELB061	
ELA062	ELB062	
ELA063	ELB063	
ELA064	ELB064	
ELA065	ELB065	
ELA066	ELB066	
ELA067	ELB067	
ELA068	ELB068	
ELA069	ELB069	
ELA070	ELB070	
ELA071	ELB071	
ELA072	ELB072	
ELA073	ELB073	
ELA074	ELB074	
ELA075	ELB075	
ELA076	ELB076	
ELA077	ELB077	
ELA078	ELB078	
ELA079	ELB079	
ELA080	ELB080	
ELA081	ELB081	
ELA082	ELB082	
ELA083	ELB083	
ELA084	ELB084	
ELA085	ELB085	
ELA086	ELB086	
ELA087	ELB087	
ELA088	ELB088	
ELA089	ELB089	
ELA090	ELB090	
ELA091	ELB091	
ELA092	ELB092	
ELA093	ELB093	
ELA094	ELB094	
ELA095	ELB095	
ELA096	ELB096	
ELA097	ELB097	
ELA098	ELB098	
ELA099	ELB099	
ELA100	ELB100	
ELA101	ELB101	
ELA102	ELB102	
ELA103	ELB103	
ELA104	ELB104	
ELA105	ELB105	
ELA106	ELB106	
ELA107	ELB107	
ELA108	ELB108	
ELA109	ELB109	
ELA110	ELB110	
ELA111	ELB111	
ELA112	ELB112	
ELA113	ELB113	
ELA114	ELB114	
ELA115	ELB115	
ELA116	ELB116	
ELA117	ELB117	
ELA118	ELB118	
ELA119	ELB119	
ELA120	ELB120	
ELA121	ELB121	
ELA122	ELB122	
ELA123	ELB123	
ELA124	ELB124	
ELA125	ELB125	
ELA126	ELB126	
ELA127	ELB127	
ELA128	ELB128	
ELA129	ELB129	
ELA130	ELB130	
ELA131	ELB131	
ELA132	ELB132	
ELA133	ELB133	
ELA134	ELB134	
ELA135	ELB135	
ELA136	ELB136	
ELA137	ELB137	
ELA138	ELB138	
ELA139	ELB139	
ELA140	ELB140	
ELA141	ELB141	
ELA142	ELB142	
ELA143	ELB143	
ELA144	ELB144	
ELA145	ELB145	
ELA146	ELB146	
ELA147	ELB147	
ELA148	ELB148	
ELA149	ELB149	
ELA150	ELB150	
ELA151	ELB151	
ELA152	ELB152	
ELA153	ELB153	
ELA154	ELB154	
ELA155	ELB155	
ELA156	ELB156	
ELA157	ELB157	
ELA158	ELB158	
ELA159	ELB159	
ELA160	ELB160	
ELA161	ELB161	
ELA162	ELB162	
ELA163	ELB163	
ELA164	ELB164	
ELA165	ELB165	
ELA166	ELB166	
ELA167	ELB167	
ELA168	ELB168	
ELA169	ELB169	
ELA170	ELB170	
ELA171	ELB171	
ELA172	ELB172	
ELA173	ELB173	
ELA174	ELB174	
ELA175	ELB175	
ELA176	ELB176	
ELA177	ELB177	
ELA178	ELB178	
ELA179	ELB179	
ELA180	ELB180	
ELA181	ELB181	
ELA182	ELB182	
ELA183	ELB183	
ELA184	ELB184	
ELA185	ELB185	
ELA186	ELB186	
ELA187	ELB187	
ELA188	ELB188	
ELA189	ELB189	
ELA190	ELB190	
ELA191	ELB191	
ELA192	ELB192	
ELA193	ELB193	
ELA194	ELB194	
ELA195	ELB195	
ELA196	ELB196	
ELA197	ELB197	
ELA198	ELB198	
ELA199	ELB199	
ELA200	ELB200	
ELA201	ELB201	
ELA202	ELB202	
ELA203	ELB203	
ELA204	ELB204	
ELA205	ELB205	
ELA206	ELB206	
ELA207	ELB207	
ELA208	ELB208	
ELA209	ELB209	
ELA210	ELB210	
ELA211	ELB211	
ELA212	ELB212	
ELA213	ELB213	
ELA214	ELB214	
ELA215	ELB215	
ELA216	ELB216	
ELA217	ELB217	
ELA218	ELB218	
ELA219	ELB219	
ELA220	ELB220	
ELA221	ELB221	
ELA222	ELB222	
ELA223	ELB223	
ELA224	ELB224	
ELA225	ELB225	
ELA226	ELB226	
ELA227	ELB227	
ELA228	ELB228	
ELA229	ELB229	
ELA230	ELB230	
ELA231	ELB231	
ELA232	ELB232	
ELA233	ELB233	
ELA234	ELB234	
ELA235	ELB235	
ELA236	ELB236	
ELA237	ELB237	
ELA238	ELB238	
ELA239	ELB239	
ELA240	ELB240	
ELA241	ELB241	
ELA242	ELB242	
ELA243	ELB243	
ELA244	ELB244	
ELA245	ELB245	
ELA246	ELB246	
ELA247	ELB247	
ELA248	ELB248	
ELA249	ELB249	
ELA250	ELB250	
ELA251	ELB251	
ELA252	ELB252	
ELA253	ELB253	
ELA254	ELB254	
ELA255	ELB255	
ELA256	ELB256	
ELA257	ELB257	
ELA258	ELB258	
ELA259	ELB259	
ELA260	ELB260	
ELA261	ELB261	
ELA262	ELB262	
ELA263	ELB263	
ELA264	ELB264	
ELA265	ELB265	
ELA266	ELB266	
ELA267	ELB267	
ELA268	ELB268	
ELA269	ELB269	
ELA270	ELB270	
ELA271	ELB271	
ELA272	ELB272	
ELA273	ELB273	
ELA274	ELB274	
ELA275	ELB275	
ELA276	ELB276	
ELA277	ELB277	
ELA278	ELB278	
ELA279	ELB279	
ELA280	ELB280	
ELA281	ELB281	
ELA282	ELB282	
ELA283	ELB283	
ELA284	ELB284	
ELA285	ELB285	
ELA286	ELB286	
ELA287	ELB287	
ELA288	ELB288	
ELA289	ELB289	
ELA290	ELB290	
ELA291	ELB291	
ELA292	ELB292	
ELA293	ELB293	
ELA294	ELB294	
ELA295	ELB295	
ELA296	ELB296	
ELA297	ELB297	
ELA298	ELB298	
ELA299	ELB299	
ELA300	ELB300	
ELA301	ELB301	
ELA302	ELB302	
ELA303	ELB303	
ELA304	ELB304	
ELA305	ELB305	
ELA306	ELB306	
ELA307	ELB307	
ELA308	ELB308	
ELA309	ELB309	
ELA310	ELB310	
ELA311	ELB311	
ELA312	ELB312	
ELA313	ELB313	
ELA314	ELB314	
ELA315	ELB315	
ELA316	ELB316	
ELA317	ELB317	
ELA318	ELB318	
ELA319	ELB319	
ELA320	ELB320	
ELA321	ELB321	
ELA322	ELB322	
ELA323	ELB323	
ELA324	ELB324	
ELA325	ELB325	
ELA326	ELB326	
ELA327	ELB327	
ELA328	ELB328	
ELA329	ELB329	
ELA330	ELB330	
ELA331	ELB331	
ELA332	ELB332	
ELA333	ELB333	
ELA334	ELB334	
ELA335	ELB335	
ELA336	ELB336	
ELA337	ELB337	
ELA338	ELB338	
ELA339	ELB339	
ELA340	ELB340	
ELA		

## OCTACatalog

The July 2009 version of the OCTACatalog is now available for download. The OCTACatalog is a valuable tool in navigating through The World of Systems. If you prefer a copy to be sent to you, please contact Amy Muldoon, [amuldoon@octanormusa.com](mailto:amuldoon@octanormusa.com).

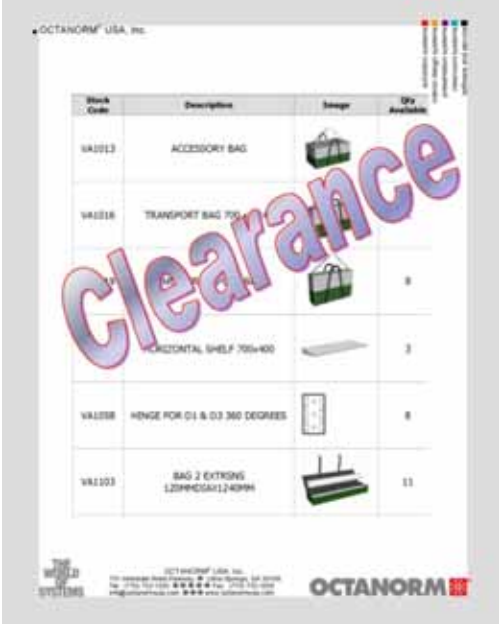
[click here](#) to download the latest version of the OCTACatalog






## Clearance Items

As we head into our 21<sup>st</sup> year, OCTANORM<sup>®</sup> USA, Inc. is making room for new material and increasing stock on others.

This gives us an excellent opportunity to offer you special pricing on select 1<sup>st</sup> quality items currently in inventory. The plan is to update this list monthly. Please take a moment and see if any of these items can help you. If you would like to purchase any of these items or have questions, please contact your customer service representative and reference "Clearance Inventory".

Please keep in mind quantities are limited and sales are final.



Stock Code	Description	Image	Qty Available
VA013	ACCESSORY BAG		
VA016	TRANSPORT BAG 700		8
	HORIZONTAL SHELF 700x400		3
VA018	HENGE FOR D1 & D3 360 DEGREES		8
VA103	BAG 2 EXTENSIVE L20PHDCA124094		11

**TS<sup>2</sup> 2009**  
**TS<sup>2</sup>**  
**2009**

**CONFERENCE: JULY 20–23, 2009**  
**EXPO: JULY 21–22, 2009**  
**McCORMICK PLACE • CHICAGO, IL**

**TOTAL SOLUTIONS MARKETING**  
FOR THE EXHIBIT AND EVENT PROFESSIONAL

OCTANORM<sup>®</sup> USA, Inc. will officially be launching the VARIO kit program at TS<sup>2</sup>. TS<sup>2</sup> 2009, Total Solutions Marketing for the Exhibit & Event Professional, will be held Tuesday, July 21 and Wednesday, July 22, at McCormick Place in Chicago, IL.

These kits will be available complete with graphics, shipping cases and setup drawings directly from OCTANORM<sup>®</sup> USA and will be sold through a network of OCTANORM<sup>®</sup> Display Partners (ODP).

If your company is interested in becoming an OCTANORM<sup>®</sup> Display Partner please make sure to visit us and ask for more information. (Booth 233)

## **NEW PRODUCTS**

### **OCTApole**

The OCTApole Banner Display is an exciting new product which is both visually aesthetic and extremely user friendly. Available in curved or straight configurations, the OCTApole Banner Display is adjustable in height from 1600mm – 2500mm. The OCTApole Banner Display accepts single or double sided printed fabric graphics which may be easily changed. Setup is quick requiring no tools and breaks down into a convenient case. Distribution will be through our OCTANORM<sup>®</sup> Display Partner network (ODP) and the pre-fabricated units will be available with or without graphics. In today's diverse market image is everything. The OCTApole Banner System provides a grand image at an affordable price. To find out more about becoming an OCTANORM<sup>®</sup> Display Partner contact your Regional Sales Manager.



## UPDATES

### Vario Kits

The VARIO kits can now be seen in our Online Showroom. These 10x10 and 10x20 kits integrate many of the VARIO portable product line displays including D400 pop ups, D100 roll up banner stands, D1 folding frames and much more. The kits will offer our OCTANORM<sup>®</sup> Display Partners the ability to promote and market the standard displays yet still have the versatility of adding OCTANORM<sup>®</sup> custom products on request. Call you Regional Sales Manager for more details.



### OCTAMax 350 Rentals

The OCTAMax 350 Two Story System is available for rental. There are many benefits of the OCTAMax 350 Two Story Decks including cost savings, compatibility with OCTANORM<sup>®</sup> custom components and accessories, lighter weight, less material handling costs and faster setup times. Please contact your Regional Sales Manager for additional details about OCTAMax 350 - the inexpensive two story solution for both you and your client.



## **Southeast Regional Sales Manager**

JEFF MITCHELL IS APPOINTED SOUTHEAST REGIONAL SALES MANAGER

Jeff Mitchell, a six year veteran in OCTANORM® USA's Engineering Department has been appointed to the position of Southeast Regional Sales Manager filling the void left by the untimely resignation of Mike Morrison. Many of our Partners in the Southeast Region already know Jeff. He is a detail oriented individual who possesses a strong understanding of the OCTANORM® systems from both a design and engineering perspective. Combined with his strong interpersonal skills, we expect this transition to be a much welcomed change in our organization.



Jeff and I will be travelling over the next few months to visit our Southeastern Partners and to show everyone what's new in the World of Systems. If you have any questions or concerns regarding current or future projects please feel free to contact Jeff or myself.

## **We Need Your Vote!!**

OCTANORM USA, Inc. has been nominated for a Trade Show Exhibitors Association (TSEA) Exhibitor's Choice Award. We were one of a select few to be so honored from across North America. Please click on the link below and vote for OCTANORM.

<http://www.tsea.org/Foundation/ExhibitorsChoiceAwards/tabid/281/Default.aspx>



## Featured Designs

For the past 40 years, OCTANORM® has focused its efforts on the development of the world's most widely used construction systems. However, it is through the creative use of these systems that our products have received their recognition.

We feature a different example each month of unique projects. If you have photos of your OCTANORM® designs or booth shots, please forward them along with a brief write-up to your Regional Sales Manager!! Make sure and include a link to your website so that end-users can contact you directly. Each month we will proudly display some of the creative works of our OCTANORM® SERVICE PARTNERS.



## **Sprint Relay Project**

DeafNation Expo  
Pomona, CA in 2008

Faced with the challenge to expand from an inline to an island space to better focus attention on the one-on-one experience their clients desire, Sprint chose to create an oasis in the middle of the chaotic exhibit floor. This was on a 12 show run across the US including Pomona, Atlanta, Seattle and others in 2007 and 2008.

With a fully enclosed perimeter, the exhibit creates a sense of exclusivity. The controlled entrance and exit work well to control traffic flow which is reinforced through the custom flooring that splits into two distinct experience areas.

The design was constructed from M1020 and M1022 extrusion with flip panel access. The 1022 really allowed us to keep the wiring clean for the large amount of power and connections running through the space.

One side of the space functions as a client interaction area to help customers understand and experience Sprint's technology first hand. The other side of the space allows attendees to check their accounts, request technical support, or activate their newly acquired Blackberry (which Sprint distributes at the shows) through Sprint's network.

The exhibit has been very well received by attendees and staff, helping support meaningful information exchange with customers and allowing clients to better understand the communications options available to the deaf and hard of hearing community to which the events are focused. Xhibit Solutions supports this exhibit through online ordering and scheduling of the components through our Event Management System (EMS), design and fabrication, graphic production, on-site installation and dismantle services, freight coordination and ongoing reconfiguration and augmentation of the structure for a variety of floor plans and events.



### **Xhibit Solutions**

877.354.1197 X121 (P) / 412.257.5048 (F)  
141 Southpointe Drive / Bridgeville, PA 15017  
[www.xhibitsolutions.com](http://www.xhibitsolutions.com)



