

Client



## Brief

JEC World, the leading international composites show, sits at the centre of Owens Corning's exhibition strategy. For over 15 years, DSA has partnered with them to deliver cohesive brand experiences that merge impactful product displays, immersive messaging, and premium hospitality for global buyers. With a focus on optimising floor space, we designed strategically to reduce costs while maintaining engagement, ensuring each show met Owens Corning's high standards for efficiency and brand impact.

## Solution

For JEC, Owens Corning challenged DSA to reimagine their brand experience from the ground up. The vision was to create a dynamic, expressive space that departed from past, more corporate designs. Embracing fresh colours, innovative materials, and a fluid layout, we crafted an environment that reflected the creative and forward-thinking spirit of the brand.



## Results

The partnership between Owens Corning and DSA has flourished on a shared dedication to innovation, efficiency, and impact. As we continue to evolve our approach, integrating new technology, sustainability initiatives, and refined strategies, we remain focused on delivering exceptional value and creating a dynamic brand presence for Owens Corning at every major event worldwide.

**REFLECTING ON  
OUR DELIVERY**

Client



Various sqm

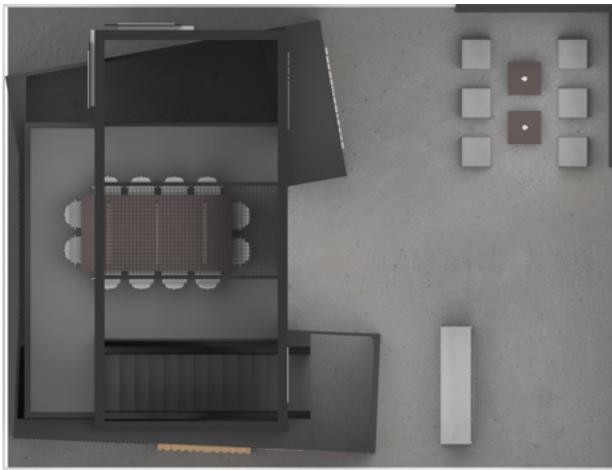
SQM

15 Years

RELATIONSHIP

Europe, USA & Asia

EVENT



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OUR DELIVERY