

The Wing - an indestructible, green product

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As the South African meetings and events industry aims to increase levels of sustainability across all aspects of event organisation, the consideration of older products sometimes falls by the wayside. Managing Director of Scan Display, Justin Hawes cautions against this.

Scan Display's Wing with roll-up banner has been a consistent marketing feature for exhibitors and marketers at events and activations over the past 18 years. The Wing, a roller banner base made from aluminium and manufactured locally in South Africa, was first introduced as a competitor to imported products that promised similar functionality.



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"When we first started manufacturing the Wing, sustainable event solutions were hardly a whisper on organisers' lips," says Hawes. "However, over the 18 years we have been distributing this product we've realised its potential as one of the most environmentally friendly products on the market."



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Hawes adds that the product is considered indestructible. The sturdy frame can also be opened, for easy banner exchange, and can be repaired, unlike its imported counterparts.

This easy repair differentiates the Wing from similar products that are manufactured overseas, imported to South Africa and arrive completely enclosed. Most often these competitor products either don't allow for banner replacement or can't be repaired once broken. Often, the header of the roll-up banner will also become loose, causing the roll-up banner to be snapped in the banner base and unable to be repaired.

"A product that will last forever must be classified as a green product. There are no regular replacement costs as banners are easily changed and updated and the Wing is reused over and over again," concludes Hawes.

[Click here to view a demonstration. \[3MB\]](#)

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