

## User Report

### BOST Productions GmbH, Maur ZH, Switzerland

An exhibition booth construction, event structure and shop fitting business that produces 85 per cent of its materials in-house depends on reliable infrastructure. It gives the company's adventuresome team the required independence and scope for developing and giving shape to some remarkable creations.



A former film studio located on the idyllic shore of Lake Greifensee stands in stark visual contrast to the authentically renovated, half-timbered houses surrounding it in the placid village of Maur. Nonetheless, this distinctive building has been a feature of the local architecture since the 1970s. Back then, its convoluted interior housed a production facility for still photography and films - the stuff of which dreams are made. Fast forward to the present and the place continues to be a dream factory, albeit one with a difference. The creative work done here today includes exhibition booths, play centres for shopping malls, custom-built items installed in upmarket retail premises, club décor, and all kinds of other three-dimensional objects. The complex also houses an event hall that is periodically dedicated to a particular theme. The studio interior is reminiscent of an oversized craft shop: components and prototypes stand everywhere, cheek by jowl with finished elements whose function within a complete assembly is anyone's guess. When you order from BOST, you get an all-inclusive, unabashedly creative concept. The impressive

thing is that 85% of the realisation work is performed in-house - a huge creativity and motivation booster for all involved. It is therefore hardly surprising that people who train here graduate with top marks. Three apprentices are currently acquiring the requisite know-how for careers in advertising technology and 3D polydesign. Commissions are frequently tough, and accomplished under enormous time pressure: as everyone knows, there is zero latitude with delivery deadlines in the exhibition booth construction and shop fitting business. In a setting like this, individual ambition matters just as much as dependability. The same holds true for the machinery. That is a key reason for swissQprint inkjet systems being a fixed feature here. «We no longer consider anything else», asserts founder and managing director BOST Keller. He acquired an Oryx in 2009, which was soon replaced in 2012 by a 3.2 m wide Nyala to expand the area of operations. Keller swears by the machines' quality and reliability. Moreover, he appreciates working with a Swiss-made product whose manufacturer, like himself, lives by innovation and dependability.

### A self-seller

BOST Keller started out in 1990 as a one-man show, producing signage and building exhibition booths. His first big order came from the former SKA - now Credit Suisse - which sponsored the Tour de Suisse at the time. In 2002, the operation relocated to its present-day site in Maur. A year after that, Angelo Fiore came on board. He is the cool head in charge of administration and sales, although his main focus is the actual sales process. «Business acquisition is hardly necessary», explains Fiore. Word simply gets around that there is creative crew by the Greifensee, turning out remarkable things. One impressive piece of evidence for this is the event hall that BOST Productions rents out: a showroom of sorts, where many an unsuspecting guest has seen the light. Its current theme is a mystic temple, which will shortly give way to a wonderland in the style of Lewis Carroll. Planning installations such as these is both an



Angelo Fiore poses in front of gigantic book spines, printed on the Nyala. They are destined for Alice's World, currently taking shape at BOST Productions.



Custom wall coverings as the finishing touch for interiors. A BOST custom design, printed on Nyala.

opportunity to try out new things and to polish details so they can be introduced into everyday practice.

### Anything but the conventional

BOST Keller is always on the lookout for novel approaches, especially where shapes and materials are concerned. His ideas pose regular challenges for the crew, as well as the Nyala inkjet system. So it is not for nothing that the machine is equipped with every available option. Its nine colour channels are loaded with CMYK plus light colours, white, primer and varnish. It has a board option for oversized media, as well as a roll to roll option. The latter has recently been deployed to print vast yardages of wall coverings for exclusive private residences and hotels. Whereas the interior design scene was for decades practically devoid of such wall

hangings, they are currently celebrating a revival. Custom-printed, ideally with bespoke designs, wallpapers are a powerful stylistic device. Yet the BOST team is experimenting with more materials still: crude steel, black plate, glass, plasterboard, textiles, MDF, fibre cement, vinyl flooring, aluminium, fireproof panels – and, as and when necessary, conventional substrates such as Dibond, Forex, etc. The stalwart Nyala takes all of these in its stride, and to the perfectionist chief executive's complete satisfaction. An in-house joinery workshop forms part of his operation, along with a general workshop and a crammed storage depot. An infrastructure like this, complemented by a full range of machinery, gives BOST Productions invaluable independence from outside contractors and a great deal of freedom for manoeuvre.

### Less hassle, less waste

Other exhibition booth constructors and shop fitters buy-in their press work. That would be inconceivable for BOST: jobs are increasingly time-critical, to the point where outside producers would not have the slightest chance of delivering on time. The only solution is to have a printing machine in-house. Moreover, the machine has to be 100% reliable. «That's characteristic of the Nyala», is how Keller sums it up. «It simply means less hassle than we had before.» There are other inkjet machines in his operation, but they are barely used these days – not least because the Nyala generates practically no rejects. Although the 3.2 metre wide machine does have its space requirements, there are now far fewer waste containers to clutter this unique site by Lake Greifensee.

### Info Box

BOST Productions GmbH, Maur ZH, Switzerland  
[www.bost.ch](http://www.bost.ch)  
 Segment: Exhibition booth building, event structures, marquee construction, signage  
 Established: 1990  
 Employees: 12  
 References:  
 - KKL, Lucerne: theme world in the catering and VIP areas (Pirates of the Caribbean concert series)  
 - Bergün Railway Museum (UNESCO World Cultural Heritage): partition walls, models  
 - Unilever: road shows  
 - Deloitte: exhibition booth construction  
 - jobs.ch: exhibition booth construction, décor, signage