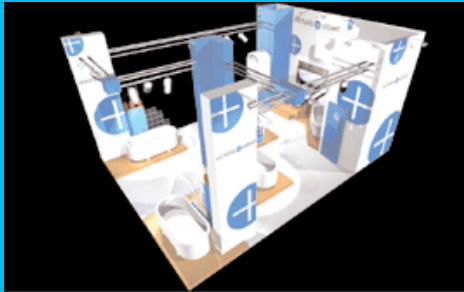


Latest NEWS from Icon Exhibitions & Display

Midlands company marks 10 year milestone



A Midlands-based exhibition company is celebrating its 10th year in business, and has won a prestigious contract in Dubai - a true testament to how far the firm has come since its inception.

A decade has passed since director Wayne Ball set up Icon Exhibition and Display Ltd, operating from his home in Great Wyrley, and while the premises, the workforce, and the size of the contacts awarded to the company have increased, the company remains loyal to its roots.

Mr Ball says: "The past 10 years have been wonderful, we have built up a reputation and a client list beyond anything I'd have imagined, working on contracts for names including Daimler Chrysler, Kawasaki, Maglite, ATP, JCB, Roca Bathrooms and Timken Aerospace.

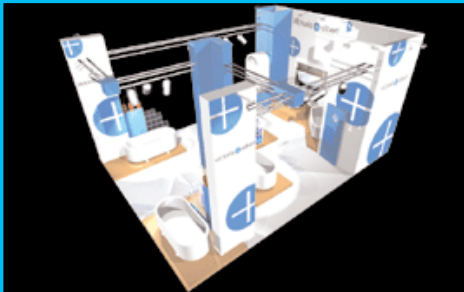
"As our reputation has grown, we've won more and more international contracts. This latest one has a lot of kudos attached to it. It originated with a Telford company who we worked with for a London exhibition, who subsequently asked us to work on their stand for a bathroom show in Dubai.

"It is great to be able to start locally and then proceed to global projects like this, and is a real benchmark of how far we have come," he says.



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ICON steps up to the mark



“Even though we've worked on such high-profile campaigns, we have always been very determined not to lose the personal touch, because I think much of our success is down to that.



“We are still based in Great Wyrley, though we have our own extensive design, manufacture and storage premises now, and we have no reason to relocate to London, or even Birmingham. We are ideally placed here for the rest of the UK and for an international airport, and we have no wish to relocate.

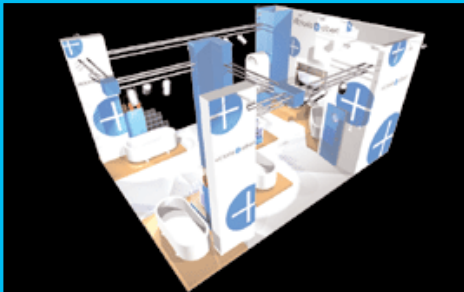
“We differ from other companies in this industry because we allow our clients complete access to the whole procedure, from the preliminary design through to the final stages of completion. If at any time a client wants to see what's happening, we invite them straight over and explain the process so far.



“It would be very easy to operate a 'closed door' policy and not allow people to interfere, but their business is important to us, and I want everyone to feel that they can be as involved, or removed, from the project as they like.

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ICON steps up to the mark



“We have built up a very loyal staff over the past decade, and that sense of camaraderie that has added to our success.

That has been recognised by our recent acceptance of the National Investors In People standard. We feel that if people enjoy going to work, they take more pride in it,” he adds.

Mr Ball said: “We win a lot of repeat contracts, which is, again, a huge compliment to our work. There is such a sense of achievement in seeing the end product with every job, and that is as strong now as it was when I started Icon.

“One thing we have been able to do as we've grown more successful is to get involved in more community projects. We sponsor Cannock Rugby Club, and we get involved in exhibitions at Cannock Chase Technical College and Great Wyrley High School. We are strong believers in supporting the work of others, because without them, we may not have come as far as we have.

“We can look forward to the next 10 years now, we have no doubt they will be just as exciting and will pass just as quickly,” he says