

PRESS RELEASE

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FOR IMMEDIATE RELEASE

HEAVYWEIGHT SPONSORS FOR DECOREX 2016

Decorex SA has announced its much anticipated headline sponsors for the 2016 series of shows, which kick off their KwaZulu-Natal leg from 18 to 21 March at the Durban Exhibition Centre.

As testimony to the mutual benefits of collaborating with Decorex SA, paint giant Plascon and kitchen and surfaces expert Caesarstone will once again co-headline sponsor Africa's largest décor, design and lifestyle exhibition, featuring exhibitions in Durban, Cape Town and Johannesburg throughout 2016.

"It's a great association," says Anne Roselt, Colour Manager for Plascon, which has sponsored the show since its inception, 23 years ago. "As manufacturers we don't often get the chance to meet and chat with our customers face to face. Decorex allows us to do this."

Caesarstone's Marketing Director, Trevor King, echoes Roselt: "We find the positioning of the show's design exhibitors works harmoniously with our brand. Decorex speaks our kind of language to our kind of people."

Caesarstone, which is co-headline sponsor of the show for the second year running, has exhibited at Decorex for the last eight years, each time growing its stand and product offering. This year, hints King, visitors could well be treated to the stylish fruits of a recent collaboration between the kitchen and surfaces manufacturer and UK designer-extraordinaire Tom Dixon.

Decorex, meanwhile, forms the ideal showcase for the colour trends of the forthcoming season as well as for the unveiling of Plascon's eagerly awaited Colour Forecast for 2017, says Roselt, who alludes to "an increased environmental awareness" behind her brand's 2016 campaign.

According to Roselt, "Decorex attracts substantial numbers of both trade and consumer visitors, making the exhibition an important platform for the paint brand."

"The kind of people who visit Decorex are decision makers, and hence the gatekeepers of our brand," adds King.

Says Sian Gutstadt, Portfolio Director of Decorex SA, "We are delighted that the association with Decorex works for these major players in the décor and design industries. We value both Plascon and Caesarstone's ongoing commitment to the Decorex SA vision. We work hard every year to take Decorex to a new level and both brands have always been prepared to travel this journey with us."

Decorex SA details:

Decorex Durban: 18 – 21 March 2016

Time: 18 – 20 March, 10am to 8pm; 21 March, 10am to 6pm

Trade days: 18 and 19 March

Ticket prices: R75 for adults; R65 for trade, pensioners and students; R20 for kids under 12

Venue: Durban Exhibition Centre

Decorex Cape Town: 29 April – 2 May 2016

Time: 10am to 7pm daily (6pm Monday)

Trade Day: 29 April

Ticket prices: R85 for adults; R75 for trade, pensioners and students; R20 for kids under 12

Venue: CTICC

Decorex Joburg: 5 – 9 August 2016

Time: 10am to 6pm daily

Trade day: 5 August

Ticket prices: R110 for adults; R90 for pensioners and students; R80 for trade; R20 for kids under 12

Venue: Gallagher Convention Centre

For more information, e-mail decorexsa@ThebeReed.co.za

Visit: www.decorex.co.za □ Facebook: Decorex SA □ Twitter: @decorexSA

Decorex Durban, Cape Town and Joburg form part of the Decorex SA portfolio and are owned by the Thebe Reed Exhibitions.

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About Thebe Reed Exhibitions

Thebe Reed Exhibitions is a joint venture agreement between Reed Exhibitions, the world's leading events organiser and part of RELX Group, and Thebe Tourism Group Pty Limited, South Africa's oldest black-empowered tourism group. Reed Exhibitions brings over 50 years of experience in developing, marketing, selling and organising exhibitions, events, conferences and meetings. We enjoy connecting businesses with their markets by helping them leverage events as a cost-effective marketing tool.

www.ThebeReed.co.za



About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 500 events in 43 countries. In 2014 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

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