

E3 Group expands brand portfolio with BIGBLUE

- Since the beginning of 2019, BIGBLUE Professional Solutions GmbH, headquartered in Leinfelden-Echterdingen near Stuttgart, commenced operations.
- With the establishment of this brand, the E3 Group is systematically continuing to pursue its brand strategy in order to be even more focused on the individual needs of its customer groups in the future.
- With BIGBLUE, E3 positions the large-scale and standard booth business of bluepool as an independent brand.

Frankfurt am Main/Leinfelden-Echterdingen, April 15, 2019 – The E3 Group, a leading provider in the area of live marketing solutions, namely exhibitions, events and environments, is systematically continuing to pursue the development of its brand strategy and has positioned BIGBLUE Professional Solutions GmbH on the market. Headquartered in the town of Leinfelden-Echterdingen, the company represents the efficient implementation of presentation facilities in large-scale and standard booth projects. The experienced team in this market segment works closely with trade fair organizers such as Messe Stuttgart, thus ensuring the highest possible quality of service. Vanessa Combes is in charge of operational management as Head of Business Development.

BIGBLUE is a spin-off of bluepool GmbH, with 15 employees of this company joining the new business. By concentrating on standard booth business, BIGBLUE is able to communicate its focus even more clearly and in this way further increase the potential for additional business. As part of the E3 brand strategy, this new company is a logical step in addressing the specific needs of different customer groups in a more targeted manner. With the launch of the brand EXCITE in September 2018, E3 had already created a new service for companies which only have the opportunity to convincingly wow their customers from narrowly defined target groups on one or few occasions per year. The E3 Group also includes the premium providers ET GLOBAL and Electra Solutions, as well as bluepool and the service companies RECEPTION PLUS and SCF Corporate Services.

Patrick O. Soschinski, CEO of E3 Group, said, “The needs of different customer groups are becoming increasingly differentiated in the market for brand experience spaces. As part of our brand strategy, we create tailor-made offers for our customer groups and can serve them even better. At the same time, every customer has access to the full range of services offered by the E3 Group.”

Vanessa Combes noted, “Thanks to the close connection to the partner fair up to the consulting and planning office directly on the exhibition grounds, BIGBLUE knows all conditions on site and the procedures down to the last detail. This provides customers with noticeable advantages in efficiency, conception and planning security, even with last-minute changes. The BIGBLUE brand gives them the security they need to realize their ideas.”

Frank-Dieter Keinath, Director of BIGBLUE Professional Solutions GmbH and bluepool GmbH, remarked, “The trade fair presence of tomorrow's potential blue-chip exhibitors is growing with their business volume. This growth is accompanied by the BIGBLUE brand based on decades of experience in the standard stand business acquired at bluepool GmbH. Its close connection to the premium brands of the E3 Group opens up perspectives for customers for the next step.”

The E3 Group is striving to create a globally leading provider in the field of trade fairs, events and brand experience spaces using a focused buy-and-build strategy. To obtain this position, E3 develops an international network of companies that specialize in providing services in the field of exhibits. Together, these companies offer their clients a comprehensive portfolio of products and services with a scope that matches their global presence. E3 Capital Holding acts as a driver of change and further development by providing growth capital and strategic ideas to the management teams of the companies in the Group, as well as functioning as a sparring partner for management.

PRESS RELEASE



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About the E3 Group

The E3 Group is a sector-focused platform for companies in the fields of exhibitions, events and environments. In the area of live marketing solutions, it offers a broad spectrum of consulting and execution brands, which provide creative services in terms of communication, digitization and realization to blue chip clients and leading medium-sized companies. Among others, the Group consists of the companies ET GLOBAL, Bluepool, EXCITE, BIGBLUE, Electra Solutions, Reception Plus and SCF Corporate Services.

The E3 Group has a global presence with 15 locations in the economic regions of the AMERICAS, EMEA and APAC. With headquarters in Frankfurt am Main, the Group is led globally by CEO Patrick O. Soschinski. The portfolio companies currently operate a total of fifteen offices worldwide for dialog with clients and on-site project management, five hubs for priority tasks in the fields of consulting and execution with project planning and interdisciplinary functions, as well as warehouses with an overall area of approx. 1.6 million square feet.

Among the Group's customers are Audi, Daimler, Deutsche Lufthansa, Fraunhofer, Siemens, John Deere, Abbott, Astra Zeneca, Actelion and Chanel, Hermes, Cartier and leading medium-sized companies such as Bosch Rexroth, Kronos, MTU Friedrichshafen, Osram, Phoenix Contact, SEW-Eurodrive and Rational.

Worldwide, over 1,500 employees work at the companies in the E3 Group. In 2018, the portfolio companies worked on a total of 8,000 client projects.

E3 on the Internet: <https://www.e3.capital/>

BIGBLUE on the Internet: www.bigblue-solutions.com