

STRETCHING THE LIMITS

Vol.1, No.3 Summer 2009

MOSS[®]

WHEN IMAGE MATTERS[™]





WELCOME

WHEN IMAGE MATTERS™

“OUR YEAR AHEAD WILL BE FOCUSED ON THE CUSTOMER. WE ARE COMMITTED TO EXCEEDING YOUR EXPECTATIONS.”

FROM THE DESK OF: Charlie Corsentino

As Moss gets ready to embark on a new fiscal period we are looking forward to the year ahead with optimism. Like most companies in the country, over the past year Moss was faced with a unique and challenging environment that pushed us all to become better at what we do.

We are committed to making strategic investments in our company to take advantage of market conditions and be prepared to grow both existing product lines and enter into new ventures for the future.

In September, Moss will move to a new state-of-the-art manufacturing facility in Elk Grove Village near the Chicago O’Hare Airport. This strategically located facility will allow Moss to continue its efforts to increase productivity and efficiencies while serving our clients better with more focused efforts. Additionally, we are creating a Center of Excellence for engineering and customer service in our Belfast, Maine location.

Our year ahead will be focused on the customer - what we can do to serve you better across all the areas that you come in to contact with us. We are committed to exceeding your expectations. Look for enhanced service levels, improved quality, competitive pricing, and several new products in upcoming months. We are looking forward to receiving your feedback and as always, let us know what we can do for you!

Moss Chairman, President and CEO

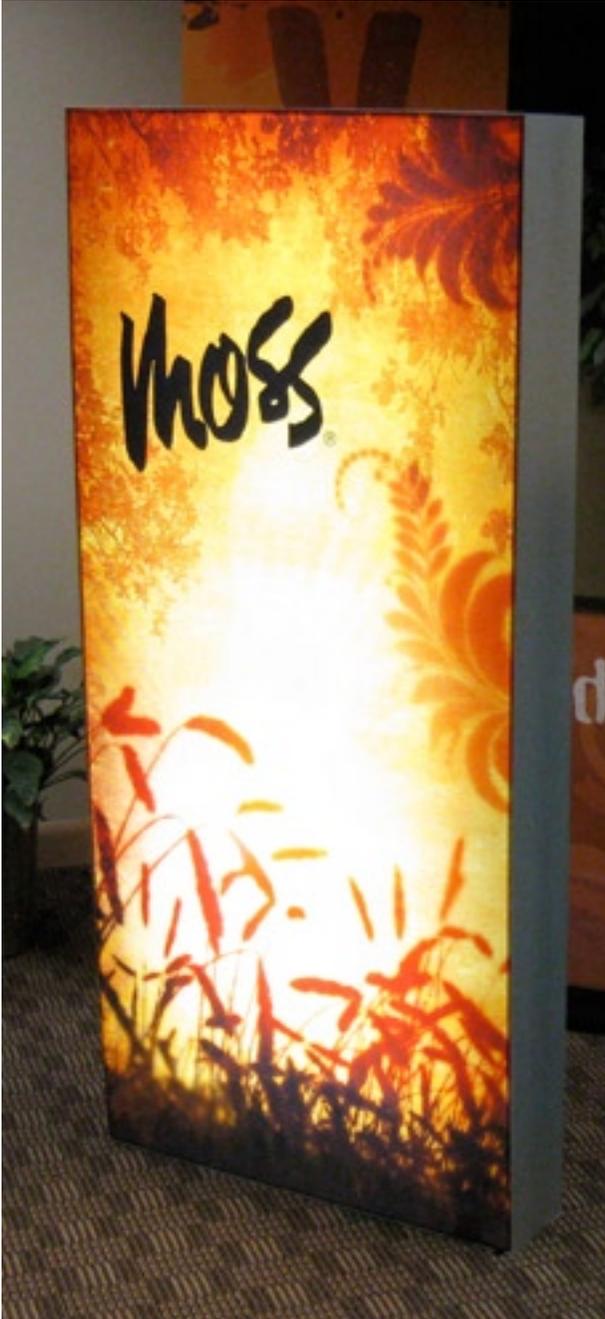
On the cover

Moss fabricated the oversized 60 ft L rectangular surround in this award-winning Sprint Studio store.



PRODUCT FEATURE

Moss Groove Light Box



Moss has expanded its Moss Groove line with a revolutionary light box. The Moss Groove Light Box combines a smart fabric framing system with lighting to add emphasis to printed fabric graphics.

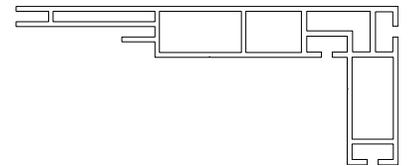
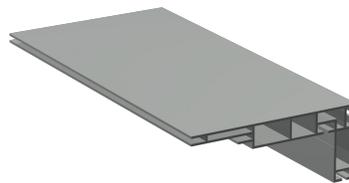
Moss' exclusive light blanket technology uses an internal layer of lighting which allows for quicker set ups and flexibility to fit specific design needs. The blanket lends a uniform glow to illuminate and draw attention to floor supported and wall-mounted graphics for maximum impact.

The Moss Groove Lightbox was designed for use with Moss' Photo Fabric® graphics. Photo Fabric® graphics have exquisite detail and resolution that stay true to the original art. Moss provides the richest and most vibrant colors available, anchored by the deepest black in the industry. Like traditional Moss Groove fabric graphics, the Light Box graphics feature a unique Tension Strip sewn directly into the fabric that simply slides into the extrusion channel and allows for quick and easy assembly.

Light Boxes can be single-sided or double-sided making them ideal for tradeshow booths, retail displays, or eye-catching special event walls and signage.

Download the Moss Grove catalog at:

<http://www.mossinc.com/downloads/GrooveCatalog.pdf>



CASE STUDY Cephalon



Cephalon at AAN

Beautifully lit arches set the tone for this sophisticated and modern tradeshow booth.

Challenge

Create a striking booth to promote the Nuvigil Brand.

Solution

Cal Ostlund designed a 40x40 booth for Nuvigil that played up the sunrise imagery in the company's logo. Moss fabricated two large fabric arches with a subtle orange print. A sunrise lighting effect was achieved through an animated color fade from yellow to orange, changing throughout the show.

Results

The desired effect was achieved – better than the designer even hoped!



CASE STUDY Fantasy World Toys



Fantasy World Toys

Passersby are drawn into the store by its rich color palette and internally illuminated ceiling discs.

Challenge

Reenergize the Fantasy World Brand with an updated prototype store. Fantasy World is a toy store chain operating in Kuwait.

Solution

Design firm JGA of Southfield, Michigan reorganized the merchandise departments under Boys, Girls, Early Years, Outdoor/Sports and Amazing Minds categories. The store features fun, multi-colored round ceiling elements that match the distinctive department colors, making it easier and more exciting for guests to navigate their way through the experience.



UP & COMING:

What's new and what's coming from Moss.

Sneak Peak: New Products

EZ Fabric Wall System

Moss soon will be launching a new product - the world's first modular wall system designed for fabric graphics. This new wall system combines the versatility of modular walls with the benefits of lightweight fabric structures. Many accessories are available including internal lighting, monitor options, a sound blocking layer, and more.

Backlit OneFabric™

Moss is proud to announce the first ever backlit fabric pop up display. Moss has developed an exclusive lighting system for the Moss OneFabric™ display. Images have amazing color and vibrancy.

Moss' OneFabric™ is built from the highest quality components combined with a wrinkle resistant fabric graphic that stays attached to the frame. The ability to backlight the fabric graphic makes this the most reliable and versatile fabric pop up on the market. Available in 4x3 Curve and 4x3 Flat options*



On the Move

Moss Inc. is pleased to announce the appointment of Vince Marler to the newly created post of Executive Vice President, Operations and Mark Ollinger to Executive Vice President and Chief Financial Officer.

Most recently Mr. Marler has served as Moss' Executive Vice President & Chief Financial Officer. In his role Mr. Marler streamlined the Finance and Information Technology functions of Moss. Additionally, he was instrumental in the acquisition and integration of the former Nichols Company based in Salt Lake City, Utah. Prior to joining Moss, Mr. Marler was Corporate Senior Vice President-Central Operations for Exhibitgroup/Giltspur. In this position Vince directed the company wide operations and manufacturing functions including production, estimating, logistics, and workflow improvements. Vince holds a Bachelor of Science Degree in Accounting from Indiana University. He is a Certified Public Accountant and a member of the American Institute of Certified Public Accountants and Illinois CPA Society.

Mr. Ollinger holds a Bachelor of Business Administration and a minor degree in Economics from the University of Wisconsin with Summa Cum Laude honors. He also has a Masters of Business Administration with a concentration in Accounting from De Paul University. Additionally, Mark is a Certified Public Accountant and the recipient of the Elijah Watt Sells Award.

Mark and Vince will be located at the Corporate Office in Chicago.

DESIGNER VIEW: Sascha Marbury

Sascha Marbury on Fabric:

I have been with Cal Ostlund for 10 years but have been working with Moss and fabric for about 15 years. The first project I remember doing with fabric were really wild, organic, spiraling forms that lent themselves to fabric. We also incorporated projection screens and mesh materials, so using fabric was the only solution.

Over the years the biggest change I have seen in the use of tensioned fabric is the change from just a few small pieces, maybe hanging signage, to being the main focus of the booth. Fabric pieces are getting larger, more sophisticated, and being combined with other exhibit materials. Now fabric structures are a major part of the booth. For example, we recently did a project for Pfizer that included an overarching cloud structure – a biomorphic form rising out of the exhibit. That piece made the exhibit.

My favorite trend in exhibit design right now is the focus on greening exhibits. It hasn't caught on in the past, so I am glad to see there's more interest now. This may be because costs are being closely monitored and it can cost so much to ship a booth – it makes sense to make it lighter. Using fabric is a big step toward greening exhibits. Not just the weight, but the ability to compress the material into a smaller package to reduce shipping. If you build something large out of wood, it takes up a lot of space and is heavy. We often present using fabric as a cost savings initiative, but it is also green.

“ THE USE OF TENSIONED FABRIC HAS CHANGED FROM JUST A FEW SMALL PIECES, MAYBE HANGING SIGNAGE, TO BEING THE MAIN FOCUS OF A BOOTH”



For more information about the Nuvagil booth design, see case study on page 4.



LOCATIONS

Chicago
3600 West Pratt Avenue
Lincolnwood, IL 60712

Maine
248 Northport Ave.
Belfast, ME 04915

Las Vegas
8050 S. Arville Street #104
Las Vegas, NV 89139

Salt Lake City
1949 South 4250 West
Salt Lake City, UT 84104

Exhibits / Events / Other
(800) 341.1557
(207) 338.MOSS (local and international)
After Hours Emergencies:
(207) 471-6408

Retail Interiors
(800) 357.1784
(207) 338.MOSS (local and international)

UPCOMING EVENTS

TS2

McCormick Place, Chicago, IL July 20-23
Moss is sponsoring IAEE's exciting new website launch event at TS2. Look for some of Moss' most popular rental shapes in their exhibit at TS2. For more information about attending, visit: <http://www.ts2show.com>

IRDC

(International Design Conference)
Dallas, Texas, September 23-25
Moss once again sponsors this world-renowned event. Unique in its scope and focus, IRDC combines inspirational sessions, expert Q&A, roundtable discussions, case studies, and networking events into three productive days—and limits attendance to industry practitioners and sponsors. The result is an intimate setting designed to facilitate the exchange of ideas and fuel creativity. For more information about attending, visit: <http://irdconline.com>

EVENT DESIGN SUMMIT

Hollywood, CA, September 28-30
Moss will be sponsoring and exhibiting at the 2009 Event Design Summit - the only industry event that mixes creative trends with real-world business best practices. This event combines conference sessions, networking events, and field trips. Inspire your design team by registering today at: <http://www.eventdesignsummit.com>



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