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## **Eco Loco Line Changing the Game for a Greener Trade Show Industry**

Portland, OR

The notoriously wasteful trade show industry seems to be the last straggler to join the green movement. Companies are investing heavily in green product lines and sustainable business practices while leaving their trade show programs in a cloud of smog.

Boothster, a Portland, OR based eco-friendly display company is changing the game with their newly released Eco Loco display system. The product line offers a range of display options built from eco-friendly and locally-sourced materials like recycled fiber tubes, REACH certified bamboo banner material, and FSC certified plywood.

“We do our research,” John-Paull Davidson, founder of Boothster, explained. “Our priorities are local vendors and legitimate, cost-effective green materials.”

Priority use of green materials makes for booth design that is unprecedented in many trade shows.

“I can spot our clients from a mile away at any given show,” Hayden Thompson of Boothster said. “Most shows are such a sea of plastic and aluminum that you need something really different for your message to stand out.”

Green design isn't the only selling point. Eco Loco caters to trade show managers' high priorities of convenience and efficiency. The banner stands and other Eco Loco pieces are all designed to be packed modularly and set up intuitively. Clients have expressed satisfaction with Boothster's take on green display products.

“We really love that it's made locally and of sustainable materials of course but also the simplicity of it – it's perfect,” Dacia Ermatinger, project specialist for the City of Hillsboro said.

The Eco Loco products and other eco friendly displays are viewable online at [www.boothster.com](http://www.boothster.com) and in the Boothster warehouse on NE Davis in Portland, OR.

Boothster has been driving the trade show industry toward green exhibiting since 2007.

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