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Project Station Brings the Aluvision Flexbox Modular Activation System to Australia

SYDNEY, NSW, SEPT 2026— Project Station, the Australian exhibition and commercial fit out company, has partnered with Belgian manufacturer Aluvision to bring the award winning Flexbox system to Australia. The modular framework lets brands put up premium exhibition stands and brand environments without the labour hours, material waste and lead times that come with building from scratch every time.

Flexbox answers a problem most national brands know well: a stand built for one show is finished when the show is. Units interconnect and stack, so the same asset scales from an indoor trade exhibition to a retail pop up to a weatherproof outdoor activation, and an optional sensor package reports what the activation actually did.

What Flexbox Changes for Custom Exhibition Stands and Displays

Custom exhibition stands are fabricated for a single event, trucked in, installed overnight and broken down days later. Flexbox replaces that cycle with components that come back out of storage:

- **Configurable architecture:** Units link side by side or stack vertically for a two storey VIP lounge, with a six metre clear span and no bracing through the middle, so the whole interior stays usable and sightlines stay open. The system fits standard shell scheme footprints including 3x3, 4x3 and 6x3 with no custom carpentry and no structural approvals, and scales up to double deck raw space builds.
- **Low labour deployment:** The frames go together without tools, which cuts installation hours and contractor costs on site.
- **Interchangeable branding:** Glass sliding walls, LED tiles, fabric graphics, louvred screens, flooring and ceiling infills all swap out, with LED integrated into the structure rather than bolted onto it. Because graphics change independently of the frame, the same structure carries a different campaign at every event.
- **All weather versatility:** Flexbox is weatherproof rated, so the unit that ran an indoor expo goes straight to an outdoor trade event or a festival activation.
- **Measurable performance:** An optional sensor package counts entries at the threshold, records dwell time, tracks peak hours and day of week patterns, and detects real time occupancy and product pick up inside the unit. None of it needs Wi-Fi or an app, and it reports into a single dashboard covering footfall, dwell and conversion.

Built Here, Inside the Frame

"Most of our clients were paying for a different or fully custom structure for every environment. A stand for the expo, a shell for the pop up, something else again for the festival or OOH event," said Phil Dyer, Managing Director of Project Station. "This is one asset that does it all, and in record time."

Working out of its own factories in Sydney and Melbourne, Project Station handles project management, structural design, commercial joinery and on site logistics for national brand rollouts, and manufactures the joinery, graphics and interiors that fit inside the Flexbox frame. It also fits out what goes on around it, from branded espresso bars and gifting stations to private meeting booths, lounge seating and demo zones, with trained brand ambassadors on stand.

About Project Station

Project Station is an Australian exhibition and display company <https://www.projectstation.com.au/> founded in 2011, building custom exhibition stands, retail activations and commercial fit outs from its own factories in Brookvale, New South Wales and Kensington, Victoria. It is the Australian partner for Aluvision Flexbox. Exhibitor and retail brochures are available on the Flexbox page <https://www.projectstation.com.au/flexbox>

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