NITIK IDEAS

BY NITIKSHAM · AN IDEA DRIVEN AGENCY

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PLUMBEX India 2026 — Purever + Rhinox in Bengaluru

April 2026: inside the joint Purever + Rhinox stall at PLUMBEX India 2026, BIEC Bengaluru, 16–18 April, plus what makes a stall work — NITIK IDEAS by Nitiksham.

PLUMBEX India 2026, BIEC Bengaluru, 16–18 April 2026 — the joint Purever + Rhinox stall.

PLUMBEX India 2026: one stall, two brands

PLUMBEX India 2026, held at the Bangalore International Exhibition Centre (BIEC) in Bengaluru from 16 to 18 April 2026, brought together the plumbing and water industry — and this year, Purever and Rhinox shared a single joint stall.

The two brands stood side by side under one roof. Purever presented stainless-steel water storage, filtration, plumbing and radiant solutions. Rhinox showed its stainless-steel press fittings and pipes, alongside the Rhinox-Wepit multilayer composite pipes. Together, the stall told a complete story: from the tank that stores water to the pipes and fittings that carry it through a building.

The stall was built around collaboration. A dedicated collaborations wall named the partners behind the products on show — Menred and Wepit — making it clear at a glance that this was a stall built on international partnerships, not a single catalogue.

Exhibitions are one of the few places in business where people can see, touch, and compare products in person. A joint stall makes that experience richer: visitors who come for one brand discover the other, and conversations that might have stayed narrow open up into something bigger.

For Nitiksham, the stall was a reminder of why exhibitions still matter. In a world of online catalogues and video calls, standing next to your product and talking to the people who use it is something no screen can replace.

What makes an exhibition stall work?

An exhibition stall works when it stops people, tells them what is on offer in seconds, and gives them a reason to talk. Everything else — the graphics, the lighting, the layout — serves that one goal.

The stalls that work best share a few qualities:

- **One clear message.** A visitor walking past should understand the stall in three seconds. One headline, one idea, one invitation.
- **Products at eye level.** People come to exhibitions to see things. Products on display, where hands can reach them, beat posters describing them.
- **Space to talk.** A stall crowded with furniture leaves no room for conversation. The best stalls have open space where a visitor can stop, ask a question, and stay.
- **People who engage.** A stall is only as good as the team inside it. Friendly, knowledgeable staff who greet visitors make more difference than any display.
- **Something to take away.** A brochure, a sample, a card — something that keeps the conversation going after the visitor has walked on.

Planning matters as much as design. The stalls that look effortless are the ones where the message, the layout, and the team were planned together, weeks in advance.

Stall element	What it does	A good test
Headline	Tells visitors what the stall is about	Can a passer-by read it in three seconds?
Product display	Shows what is on offer	Can visitors touch it without asking?
Meeting space	Makes room for real conversation	Is there somewhere to talk without blocking the aisle?
Takeaway	Keeps the brand in mind after the show	Would you keep it yourself?

An exhibition is a short, intense opportunity. The stall that respects the visitor's time — clear, open, and easy to engage with — is the stall that gets remembered.

Visitors at the joint Purever + Rhinox stall, PLUMBEX India 2026, Bengaluru.

Behind the stall

A good stall is a piece of design that has to work hard for three days and then disappear. Every detail earns its place or it does not belong. Here is what went into the joint Purever + Rhinox stall at PLUMBEX India 2026.

The collaborations wall. The stall's most distinctive feature was a wall dedicated to the partnerships behind the products: Menred and Wepit. It did two jobs at once. It told visitors that the products on show came from international collaboration, and it gave the stall a clear visual anchor that could be read from across the aisle.

Product displays that invite touch. Stainless-steel tanks, press fittings, and multilayer pipes were displayed where visitors could see them up close and handle them. Plumbing products are judged by weight, finish, and feel — things a photograph cannot show. The displays were arranged so that a visitor could move from storage to filtration to fittings in a natural order, following the journey of water through a building.

One stall, two brands, one story. Sharing a stall is a design challenge: each brand needs its own identity, but the stall must read as one place, not two stalls pushed together. The layout kept the brands distinct while letting visitors move between them without a barrier — because that is how the products work together in real life.

Aisle presence. The stall's open front and clear signage meant visitors could see inside from the aisle. In an exhibition hall full of competing displays, being easy to see — and easy to walk into — is half the battle.

Here are the questions we hear most often about exhibitions and stall design.

Before the questions, one reflection from Bengaluru: exhibitions reward the businesses that prepare. The stall, the team, and the conversations all come from planning done weeks before the doors open. The three days of the show are the visible part — but the work that makes them count happens long before the first visitor arrives.

FAQ

How far in advance should an exhibition stall be planned?

Start as early as you can — ideally several months before the show. Design, production, logistics, and the team's preparation all take time, and the stalls that look calm and confident on the day are almost always the ones that were planned early.

Is a joint stall a good idea for two brands?

It can be, when the brands complement each other. A joint stall shares costs, doubles the reasons for visitors to stop, and tells a bigger story than either brand could alone. The key is planning the shared space so both brands stay visible and distinct.

What should a business bring to an exhibition?

Products people can see and touch, clear information to take away, and a team ready to talk. Everything else is secondary. If visitors cannot see the product or reach someone who knows it, the stall is not doing its job.

To see how we approach exhibition and seminar work, visit our exhibition and seminar management page.

Thank you.

Some stalls you walk past. Some you walk into.

contact@nitiksham.com nitiksham.com