



**VISUAL COMMUNICATIONS**

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**For Immediate Release**

## **ORBUS EXHIBIT & DISPLAY GROUP CHANGES NAME TO ORBUS VISUAL COMMUNICATIONS**

**Woodridge, IL – July 06, 2023:** Orbus Exhibit & Display Group®, North America's largest producer and manufacturer of visual communications solutions for tradeshow and events, retail environments and workplace interiors, proudly announce a name change to Orbus Visual Communications®, effective immediately. The name change reflects the company's expanded capability, offering, and commitment to meeting the evolving visual communication needs of its valued clients in events, interiors, and retail.

Orbus Visual Communications is more than just a new name; it represents the company's dedication to delivering comprehensive visual communication solutions that go beyond exhibits and displays. Orbus will continue to offer its renowned displays for promotions and events, and recent acquisitions (Fabric Images, 2020 and SEG Systems and Services, 2022) add retail and interior solutions to its expansive offering. Visual Communications encompasses this expansion and broadens to include exhibits, retail, and interiors.

This name change will not affect the company's current operations and all clients can continue to expect the same exceptional quality, customer service, and attention to detail that Orbus has been providing throughout its history.



*New name showcased in the lobby of Orbus' Headquarters.*

*"Visual Communications is essential for organizations to effectively convey their brand and message creatively and visually," said Gary Keefer, Chief Executive Officer of Orbus Visual Communications.*

*"The name change reflects our commitment to being at the forefront of this dynamic industry, providing clients with a wide range of innovative visual solutions to meet their communication needs."*



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### **About Orbus**

[Orbus Visual Communications](#)® is a market-leading group of brands in the United States and Canada that specialize in the manufacture and production of portable, modular, and custom displays used in events, exhibits, retail, and workplace interiors. Brands within the group include The Exhibitors' Handbook®, Promo Handbook™, Nimlok®, Nimlok Canada, Fabric Images®, SEG Systems & Services®, Ultima® Displays Canada, and SignPro Systems®.

Orbus is a proud member of ISA, PRINTING United Alliance, EDPA, ASI, PPAI, UPIC, and SAGE; the company boasts G7 Master IDEAlliance certification and is registered to ISO 9001:2015 for the highest manufacturing quality standards and ISO 14001:2015 for its environmental management system and "green" efforts.

Orbus' supply and manufacturing operations reside in Chicago, Las Vegas, Charlotte, and Toronto. For more information, visit [www.orbus.com](http://www.orbus.com).

