

FOUNTAINHEAD INTERNATIONAL / CASE STUDY

When Plans Change Overnight

Delivering a 120 sqm exhibition stand for Ambadi Enterprises at Heimtextil 2025

Ambadi Home exhibition stand at Heimtextil 2025, Frankfurt.

CLIENT:	SHOW	LOCATION	SIZE
Ambadi Enterprises	**Heimtextil 2025**	**Frankfurt, Germany**	**120 sqm**

The Challenge: An Unexpected Change at the Eleventh Hour

Ambadi Enterprises approached Fountainhead International for a 120 sqm stand at Heimtextil 2025. The initial brief arrived on 20 August 2024, and the project was confirmed on 3 December—just 17 days before the Christmas holiday period. The show opened on 14 January 2025.

In December, after the team had already prepared the project around the supplied floor plan, the client discovered that the plan was incorrect. With the holiday period approaching and the opening date fixed, the layout and execution needed urgent adjustment.

Our Response: Adapt Quickly, Deliver Confidently

Fountainhead reassessed the stand layout and coordinated the necessary design, production and installation changes at speed. The team worked additional hours, making overnight adjustments and keeping the client's exhibition deadline at the centre of every decision.

The focus remained on preserving the intended brand experience while accommodating the revised space—without letting the unexpected change derail delivery.

The Stand: Designed for Discovery and Conversation

The finished stand paired a bold black overhead fascia and illuminated Ambadi Home signage with warm wood-look flooring, integrated lighting and generous open access. Shelving and display zones presented the home textile collections, while central tables supported conversations with visitors and buyers.

The Outcome: Ready for Opening Day

Despite the late floor-plan correction and a compressed holiday-season schedule, Fountainhead delivered the 120 sqm stand for Heimtextil's opening on 14 January 2025. The project demonstrates how responsive planning, collaborative execution and ownership can turn an unforeseen complication into a successful exhibition delivery.

> *Because when plans change, our commitment doesn't.*

Planning an Exhibition in Europe?

Fountainhead International combines exhibition stand design, project management and dependable execution to help brands make an impact across European trade shows. Contact us to discuss your next stand.

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