

Roof Material for Expo Booth Displays

Fireproof

# Palm Thatch

Available to inspect at

IAAPA  
ORLANDO 2014

Nicholas M. Hellmuth  
Copyright FLAAR 2014



**A**t two recent signage and printer expos around the world I noticed a nice thatch roofed hut in the Esko Kongsberg booth. Since FLAAR has a division which studies both palm trees for their edible parts, and also researches palm and grass as thatch for the houses of Mayan people of Guatemala, I enjoyed seeing the thatch roofed feature in the Esko Kongsberg booth. They told me that the fire marshal put a lighter to the thatch at each expo, and the thatch did not catch fire.

So this naturally raised a curiosity in learning where non-flammable thatch came from (since the native Mayan grass and palm thatch in Guatemala burns like an inferno). By coincidence and luck, this week I found three international sources of non-flammable palm thatch, at IAAPA 2014 expo in Orlando, in mid-November.

FLAAR attended IAAPA 2014 to visit with the IEC team who organize DEAL in Dubai. So we visited

with Sharif Rahman and his assistant in their booth today. DEAL is the largest trade show for the amusement park industry in the Middle East.

I also wished to meet the team from ENTHRALOGY, Suresh Thayil, Managing Director and Dennis Daniel, Editor.

Then I walked all 60 aisles of the substantial IAAPA trade show, both these aisles inside and then another several aisles outside (in the unexpected cold air).

Most of the exhibits were inflatable rubbery like slides for children; slides based on comic book heroes or dinosaurs, monsters, or giant animals, mountains, etc. Then there were dozens, probably scores of booths offering Teddy Bears, stuffed animals, and stuffed cartoon and comic book heroes. Then I noticed a booth showing palm-like thatched huts. So I stopped and the booth team of ENDUREED were informative. They offer premium synthetic thatch.



Then I saw the booth of SAFARI THATCH and spoke with Nicholas Wight, Vice President. His wood and thatch looked very realistic (of course some wood can be real wood and treated with anti-flame chemicals). The interior structure of the wooden beams was also nicely done.







The third booth was of amaZulu. Note that many of these palm thatch companies focus on African themes. FLAAR is a consultant for AFRICA PRINT expo in South Africa, and we routinely write articles for Practical Publishing, the leading signage and wide-format printer trade magazine of southern Africa. My brain is not good at remembering names since I meet so many people at a large trade show, but I believe it was Claire Evans, President and founder of amaZulu whom I met.

Since I study palm trees, and as I have lived in Guatemala, Mexico, Belize, and Honduras area for over 50 years, I can identify a palm tree. I saw one booth which was selling "palm sculptures" (meaning they sort of looked sort of like palm trees but were not palm color nor did they have botanical details of any actual palm tree). These were just generic concepts which evoked the concept of a palm tree. But in the ENDUREED and other booths, the palm thatch was realistic.



There were also about two booths who offered entire complete palm trees: trunk and fronds all together as a tree. These looked pretty good also.

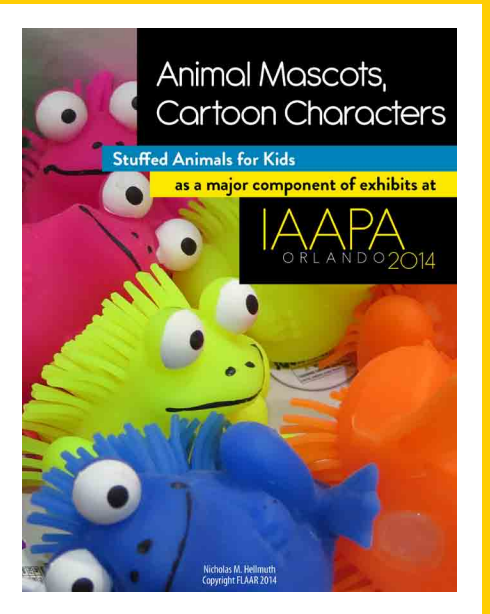
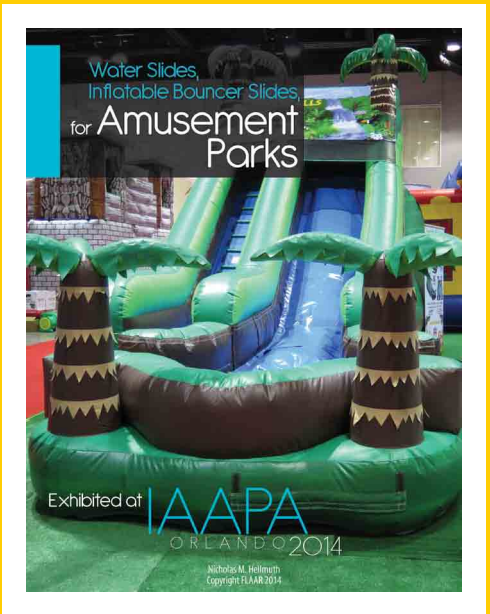
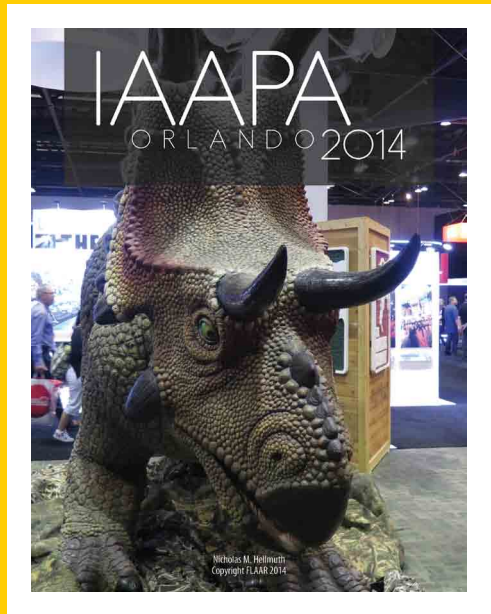








Since IAAPA tends to be held in the unofficial amusement and theme park capital of the world, Orlando, Florida, there are lots of palm trees around the convention center.



There are three other FLAAR Reports on IAAPA 2014.

# IAAPA

ORLANDO 2014



A photograph of an indoor event space, likely a trade show booth, featuring several large, illuminated palm trees. The scene is lit with blue and white lights. In the foreground, two men in khaki pants and dark shirts are standing near a counter. The counter has a laptop and some brochures. Behind the counter, there are several framed photographs or posters. The overall atmosphere is professional and modern.

# IAAPA

## ORLANDO 2014

Nicholas M. Hellmuth  
Copyright FLAAR 2014