



Passionate image artist **EMOFRAGMA** chooses for the top quality of Van Straaten

Photographs as wall art objects. To create this type of art objects, quality is required. Quality that can only be delivered by one of the top players in the market. That is why the Belgium based company EMOFRAGMA chooses Van Straaten.

Quality is a requirement

Who meets Steven Thoelen, CEO of EMOFRAGMA, for the first time realizes right away that we are dealing with a top class photographer. The photographs of this passionate visual artist tell their own story. Steven Thoelen: "When you watch a movie you do not wonder yourself who shot the movie, you go along with the actors and the story. It's my aim to achieve the same with my photographs, they need to take the audience into an experience. When the creative bar is set so high, you need to aim high for the presentation that goes with it. The levels of quality I set for my suppliers are equally high as those of my own work. When you put so much energy into creating precisely that one perfect picture, it does not make sense to simply post this picture on a website in a photo portal. It requires an appropriate presentation where the audience can experience the photo in its full glory. For me that's print.

Printed on Visual Magnetics

Since March 2015 EMOFRAGMA owns a gallery to allow everyone to experience the images they create. Steven Thoelen: "There are many solutions on the market that are suitable for photo prints. Canvas is often used. This is not always the prettiest solution. I wanted something better and more exclusive. Together with Van Straaten we have developed the perfect link between filmic images and practical prints. To create this, we chose for Visual Magnetics. The collection stays dynamic because the magnetic prints of Visual Magnetics are easy to replace. Steve Thoelen: "Van Straaten is a special company with true passion for their clients. The employees of Van Straaten are hugely engaged with each project they take on, which is not seen often. This is what I am looking for in a business relation. For example, I can really



Customer information

EMOFRAGMA stands for 'action beyond usual concepts' and takes photo productions to the next level. EMOFRAGMA offers profitable marketing and sales strategies through sophisticated photoshoots.

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Steven Thoelen,
CO, **EMOFRAGMA**



Why van Straaten?

- True professionals
- Outstanding products
- Large format prints in the highest possible quality
- Great accessibility, also after business hours

“When I print my photographs, it feels like giving my child away. I trust Van Straaten with my children. You expect and get perfect quality.”

Steven Thoelen,
CEO, **EMOFRAGMA**

appreciate that our account manager Martijn Kreemer came over to Hasselt to attend our gallery opening. This is great!

Storytelling in print

Images are an important ingredient in interior architecture. Many architects and designers have visited the EMOFRAGMA gallery since its opening. Steven Thoelen: “We often work on projects to create controverse interiors. For example, we recently provided spectacular photographs full of action and emotion to a Belgian airbase. Storytelling with images, whereby we again used Visual Magnetics. Per wall position, there were three prints. To keep things fresh, the presentation can be changed constantly, this is also due to the flexibility of Visual Magnetics. The client was so impressed with the results, that they went straight to the colonel to show it to him. Initially, the colonel wasn’t very enthusiastic about outsourcing the photography, but afterwards he was extremely pleased. This was partly made possible by Van Straaten.

Teamwork

About the choice to partner with Van Straaten Steven Thoelen says: “Van Straaten does not only develop excellent products, they also have a team that exceeds all expectations. This makes them stand out from the rest. They are always available and even in emergencies Van Straaten helps to find the appropriate solution. When I print my photographs, it feels like giving my child away. I trust Van Straaten with my children. You expect and get perfect quality.

Cooperation

EMOFRAGMA found the best possible partner in Van Straaten to deliver high quality prints of their photo productions.



Products and materials

- *Visual Magnetics*
- *Large format prints*



About van Straaten

Van Straaten is the leading manufacturing company for innovative visual communication. We offer all large format and special print projects under one roof, from concept development and realization of superb prints and frames to professional finishing and assembly on site. Discover yourself why professionals choose for Van Straaten. Take a look at www.vanstraaten.com, contact your account manager or call us at +31 (0)23 - 555 18 61.