



Moteo Group improves visual brand experience with Van Straaten

The relationship between Van Straaten and Moteo Group exists since 2014. In a short time, the collaboration has grown into powerful teamwork to develop the best visual communication solutions for multi-brand dealer showrooms as well as exhibition stands in multiple countries in Europe.

Moteo Group distributes 2wheel vehicles, parts and accessories in five countries in Europe. In the Netherlands, their distribution network covers over 300 independent multi-brand dealers. Across the whole of Europe they cooperate with over 1,900 active dealers. Moteo has the slogan: "To become the preferred choice of riders in Europe" and with this message the mission for Van Straaten is immediately clear. The multibrand dealers Moteo Group cooperates with have a wide range of brands in their assortment. In this jungle of brands the customer is making their choice, and through visual merchandising and visual communications the customer needs to establish a preference for Peugeot, Derbi, Suzuki or one of other brands Moteo Group distributes. And how do you create this in the showroom of these multi-brand dealers? Van Straaten with a wide range of visual communication solutions and nearly hundred years of experience, knows to deal with this.

Brand Experience in the Spotlight

In liaison with the marketing departments of Moteo Group, Van Straaten developed showroom islands for the dealers. A combination of visual elements produced by Van Straaten together form a notable stage to present the 2wheel vehicles. "It is of vital importance to create an atmosphere on the showroom floor that visualizes the experience of driving", explains Katinka Paka, Marketing Manager Moteo Netherlands. "With these showroom island we introduce a true brand experience in the showrooms. With decoprosol slimframes and the vinyl floor mats dealers not just create islands in the showroom, we give them complete freedom in how to want to present the motorcycle or scooter. They visualize a classic scooter in an old Italian town, or the thrill of riding a Suzuki motorcycle in the Ardennes. In this way customers, through visual communication, are triggered to instantly 'get the feeling' of driving on of our vehicles. You cannot get closer to a test drive."



Moteo Group

Moteo Group distributes 2wheel vehicles, parts and accessories in 5 European countries through 1,900 active dealers

Why Van Straaten?

- inventiveness and flexibility
- Good price, high quality
- Holistic approach
- Project approach
- 24x7 availability (First Aid at Exhibitions)
- International presence

"Van Straaten simplifies our distribution processes"

Katinka Plagge, Marketing Manager



“With the special kits for the showrooms both Moteo Group and our dealers are saving costs.”

***Katinka Plagge,
Marketing Manager Nederland, Moteo Group***

Slimframes (aluminum frames) form the background of the islands. They give depth and create a proper atmosphere around a product. For extra impact the frames optionally can be provide with LED lighting. The frames are lightweight, durable and it's easy to replace the graphics. The second product that is deployed on these islets are the vinyl floor mats. An amazingly impactful and affordable medium. Van Straaten prints and delivers durable vinyl floors in many shapes. For Moteo the vinyl floor mats have the contour of islands.

The industry of 2wheel vehicles is very competitive. For this reason also Moteo Group carefully reviews the costs associated to visual merchandising. "With our limited resources Van Straaten develops high-end results. They are flexible, think along. This allows us to develop beautiful visual solutions whilst respecting our limited budgets", says Katinka Plagge. "In addition to this Moteo Netherlands and Moteo Belgium work closely together, which saves on startup costs. For POS materials Van Straaten now also collaborates with us in Portugal. We have developed special kits for the dealer showrooms. This cooperation in multiple countries simplifies distribution and results in cost savings."

"We like to think along with the retailer," says Coen Kijk in de Vegt, Sales & Marketing Manager at Van Straaten. The fact that we not only deal with print, but with the whole process, including handling, distribution, packaging and logistics is one of our differentiators. We go further than our competitors, which our partnership with Moteo Group confirms."

Collaboration:

Moteo Group works with van Straaten on the visual communication in the showrooms of its dealers, POS materials and the design of exhibition stand in the Netherlands, Belgium and Portugal.



Products and materials:

- Slimframes
- Displays with custom made plexiglas panels
- Floor vinyl
- Decoprosol frames
- Exhibition booths (with partner van Straaten)
- Point-of-sale materials



About Van Straaten

Van Straaten is the leading manufacturing company for innovative visual communication solutions. We offer all large format and special print projects under one roof: from concept and realization with sublime prints and frames, to professional finishing and mounting on location. Discover why professionals work with Van Straaten. Have a look at our website www.vanstraaten.com, contact your account manager or call us at +31 (0) 23-555 18 61.