Van Straaten supports oil with the creation of concepts, to enhance real affection between brands and people

One of Van Straatens’ appealing customers is ‘oil for live communication’. This relatively small design agency has an impressive resume with clients like Heineken, DE, Yanmar, Canon, Wolf Oil en Vialis. Van Straaten often works with oil. Oil specialises in creating surprising concepts that enhance personal contact at booths, events, showrooms, shops, exhibitions. They develop these concepts together with innovative partners such as Van Straaten.

Searching for the ‘wow effect’

Oil chooses innovative routes. The agency is constantly searching for the ‘wow effect’. Paul Pennock, owner and creative director of oil: “We are cocky, and know what we want. The word ‘standard’ is not in our dictionary. The encounters oil creates between the clients and their customers must be remembered. Visual communication plays an important role in these concepts. We found our partner in Van Straaten because they are innovative and they keep investing in the future.”

Almost real and life-size

Anyone curious about the concepts oil and Van Straaten develop can visit the DE Experience in Utrecht. Here is the DE Heritage Wall to be seen. This wall is, especially when you look at it from a technical perspective, an extraordinary production. The wall is made of a big, non-standard print from Van Straaten. On the print you see a brick wall with the history of DE, the print is applied on a real brick wall. Due to the uneven surface a 3D effect is created. “You see people touching the wall to feel if it’s real or not. For me a print can get no bigger compliment. It looks like the texts and images are floating on the wall”, Paul says.

“We found our partner in Van Straaten because they are innovative and keep investing in the future”

Paul Pennock, owner and creative director, oil

About oil

Oil creates concepts that enhance personal contact at booths, events, showrooms, shops, exhibitions. Oil designs spaces with heart and soul. And activate the audience. So you exhibit successfully. Because ‘live communication’ is the medium that creates real affection between brands and people.

Why Van Straaten

• Innovative resources and materials.
• Van Straaten thinks along.
• Non-standard solutions.
• Wide range of solutions for every space and for every brand
“You see people touching the wall to feel if it’s real or not. For me a print can get no bigger compliment”

Paul Pennock, owner and creative director, oil

Horizon printed on wood
Another catchy project was the stand from Amsterdam Metropolitan Area (AMA) during the Provada tradeshow in 2015. This is a recent cooperation between Van Straaten and oil. Paul Pennock: “The concept we pitched was really out of the box. A party in the park in front of the Amsterdam horizon in 3D, with its iconic buildings and objects. Van Straaten impressed with this horizon printed on 75 wooden panels in a wall of 26 by 6 meters. AMA has been noticed”.

Portable pop-up
Van Straaten and oil also have a long-term cooperation with the realisation of ‘Project Containers’. The Project Container is a robust sea container with one open side which can be rented as pop-up shop. The container will be fully branded and will pop up where the target audience of oils’ client hangs out. The Project Container is equipped with all the necessary facilities. It can be used for information, exhibition or retail. The customer selects the interior and oil and Van Straaten brand the container with prints, slimframes, furniture and lights. Special about the project container is that it’s an all-inclusive concept. Oil brings all suppliers together and takes care of permits, branding, transport and all other operational issues. Van Straaten is working with oil on the visual branding.

Constantly moving forward
Van Straaten ensures the necessary innovation and invests in the best materials. “We are good in complex projects and we have a large, versatile and innovative portfolio. A challenge, because new innovations need to be sold to customers actively. That’s why we update our customers frequently about trends they can use in order to create maximal impact”, says Niels van Straaten. “Customers like oil really appreciate this”.

Products and materials
Oil uses the complete range of products of Van Straaten, depending on the concepts that are executed. This varies from slimframes to wall prints.

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.

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