



Brandt+ Fernhout chooses for the mega Blue Magic prints from Van Straaten

Brandt + Fernhout, a reputable company in 3D visual communication, distinguishes itself through experience. The company is active in the stand building industry for over 45 years and they are experts in exhibiting in Europe. In addition they design and realize inspiring interiors for retailers, offices and cosmetics. Like Van Straaten, their main customer focus point is service.

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Brandt + Fernhout and Van Straaten know how to connect when it comes to the realization of print projects for stands. They have been partners for years and as professional colleagues they know what to expect from each other. Adri van der Kruk, designer at Brandt + Fernhout, is happy to explain how this partnership is the foundation of fantastic exhibits and more. "I would like to discuss the value add of our relationship on the basis of a recent realized project for a company in the Netherlands, specialized in dental solutions for children. We are their preferred supplier for their national and international stands at exhibitions. They asked us to develop designs for a new generation of children's dental clinics. The concept had to radiate joy, as a visit to the dentist is a scary thing for most children. In addition, the concept had to be suitable for a global rollout".



Customer information

Brandt + Fernhout is a full service company in 3D visual communication. From the initial concept and design drawings to construction and completion. Design, construction, painting decoration and display. Making the difference!

"The team of Van Straaten surprised us in a great way and of course completed the project within the budgeted time. True professionals!"

*Adri van der Kruk,
designer, Brandt + Fernhout*



Why Van Straaten?

- Service, service, service
- True professionals
- High quality big size prints
- Non-standard solutions
- Innovative tools and materials

“Everyone at Van Straaten thinks along, is helpful and truly understands our business.”

Adri van der Kruk,
designer, **Brandt + Fernhout**

Collaboration

For many years, Van Straaten takes care of the large format prints for customers of Brandt + Fernhout, from stand constructions to interior design.

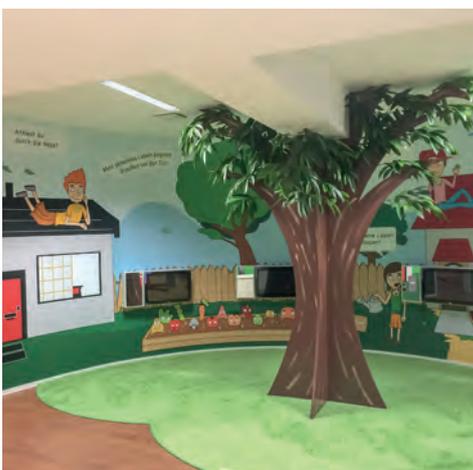
After the design, development and realization of a trial clinic in Waalwijk, the first of the new generation dental clinics opened in Cologne. Adri van der Kruk: “For this project, we decided to use a true-colour Blue Magic print on a large wall, naturally printed by Van Straaten. Blue Magic is killer material, which we have used more often. It is possible to print up to 5 meters wide, at every length. We really wanted to use this material for this project as it not only looks great. The material is very durable and will last for years. We know that Van Straaten is ahead of new technics, but the gluing of Blue Magic was never done before. It was a challenge but because of the enormous levels of trust that we have in Van Straaten, we took the challenge. A 23-meter-long challenge. Normally we handle the onsite project ourselves, but this time we asked Van Straaten to help us out. The team of Van Straaten surprised us in a great way and of course completed the project within the budgeted time. True professionals!

Partnering with Van Straaten means a lot of communication back and forth and this suits us very well. They think along, are helpful and truly understand our business. For the dental clinic concept, we closely worked together to eventually convince the costumer. As always, we can be proud of the result which makes us want to take on more of these projects!



Products and materials

- Blue Magic prints
- Special 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.