Trends in decor & visual design

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Successful communication is visual communication

Visual communication is an important means to maintain and improve sustainable customer relationships. More than 90% of our everyday communication is non-verbal. Images, in contrast to words, are stored in our long-term memory. Aristotle once contended that ‘no words exist without a picture’. Visual communication is an essential tool to reinforce and optimize brand perception in order to realize commercial success.

Marketers and brand managers are increasingly aware of the importance of visual communication. Being able to communicate a message effectively goes hand in hand with visual communication. Creative visual solutions exist at various levels, from Infographics to pop-up shops and from in-house showrooms to temporary life-size decors for buildings and structures. Becoming an integral part of the marketing mix, visual communications are vital in the generation and maintenance of successful relationships.

Van Straaten, all-round production company for a wide variety of visual communication, is eager to listen to what the customer has to say. “Our added value is not only reflected in the quality we deliver, nor our expansive and modern production facilities. It also lies in our ability to lend a receptive ear to support you to determine which visual communications you need to attain your objectives. Together we seek out the right media, products and materials. We ensure that the production and delivery process runs like a dream. We are more than happy to pay you a visit and our door is always open to brainstorm about ideas to decide together what’s the best visual strategy for you!”
In our business, it’s important to stay ahead of the game when it comes to innovation. For that reason, Van Straaten keeps a close eye on trends in print and design.

**Trends in decor and visual design**

**Pop-up shops**

The world of retail changed rapidly in recent years. Around 22,000 stores have disappeared from our main streets. Old concepts are not enough to win over the hearts and minds of consumers. Consumers are looking at shopping as an experience and that’s where the pop-up shop comes in.

This is a rapidly growing market for Van Straaten, supplier of many pop-up shops. The pop-up shop came into existence as temporary solution to fill premises that have become vacant. But things are changing rapidly and now there is a veritable demand for flexible, temporary retail outlets to support, for example, clearance sales or market research purposes. New, innovative concepts for temporary stores are being developed which no longer involve the traditional retail outlet. What was once a niche concept has now firmly established in the retail market. Consequently, an increasingly professional approach is being adopted when it comes to the store appearance.

Coen Kijk in de Vegt, Sales & Marketing Manager at Van Straaten, is enthusiastic about this new trend: “It represents an exciting market for us. With a minimum of resources, stores must be able to completely transform their appearance. At Van Straaten we support this process quickly and effectively, for example with the use of Visual Magnetics and wall decoration.”

Niels van Straaten, managing director of Van Straaten, is also a fan of the pop-up. “It’s an attractive, innovative channel in the retail trade. It’s because of the rapid turnover that Van Straaten is able to show off its strengths. However, not all owners of retail real-estate
have warmed to the idea of a pop-up shop. Partly as a result of this, and because in this area creativity is freely flowing, there are new forms of the pop-up concepts appearing on the scene, such as wrapped containers and frames with stretch deco. There is still a great deal possible in this line of our business."

"With a minimum of resources, stores must be able to completely transform their appearance"

Exhibition trends

The fact that the economy is picking up again is reflected at tradeshows. Budgets are no longer leading, effectiveness through quality becomes more important. It’s a trend that runs parallel to the need for increasingly more complex solutions. What’s OK today, is passé tomorrow. "That’s good news for Van Straaten, since we have never stopped investing in innovative products and new forms of partnership. This means our customers take advantage of state-of-the-art solutions for visual brand experience," explains Niels van Straaten.

"What we are currently witnessing in the market is a preference for natural materials and shapes which have a comfortable look and feel. More and more, companies choose to use complex arched aluminum constructions. Interesting to see is the shift in the materials used for wall coverings. In the past, customers would opt for an Airtex Grey wall covering, but demand for materials with a whiter look and greater color fastness, such as Blue Magic, is increasing.

Other examples of this shift towards natural looking materials include the light tight Blackback, now available in five-meter lengths, where printed logos seem to jump out of the canvas. We are also seeing applications with Stretch Deco, with an almost unlimited constructional freedom for rounded shapes. A real eye-catcher are the large lightboxes which can now be produced with our 8-color printer, using 5-metre wide, foldable and crease-resistant material.

"We have never stopped investing in innovative products and new forms of partnership. This means our customers take advantage of state-of-the-art solutions for visual brand perception"

Niels van Straaten,
Managing director, Van Straaten

The world of exhibitions continues to evolve. It provides an interesting arena for visual communication solutions. An arena in which Van Straaten is open for new ideas resulting in successful solutions that achieve your objectives. ■
The Moteo Group is distributor of 2wheel vehicles in the Netherlands and Belgium. As distributor, they enjoy a close working relationship with over 300 sales outlets, independent multi-brand dealers. The Moteo Group is more than just a client for Van Straaten. Together, Moteo Group and Van Straaten are constantly investing in visual brand perception, from design to final result. Van Straaten produces a wide variety of visual communication solutions for Moteo Group, from floor vinyl to slim frames, whereas the focus in the relationship is on flexibility, quality and solution driven.
Spotlight on your brand

Because many of Moteo Group’s dealers in the Netherlands and Belgium stock a variety of brands, it’s vital for Moteo Group that the brands Moteo distributes get the full attention in these showrooms. “You have to claim space in these multi-brand showrooms by creating a virtual spotlight on your products with exceptional PoS materials”, explains Katinka Plagge, marketing manager at Moteo Group Netherlands. “Dealers are not prone to turning prospects down and therefore usually sell numerous brands, so it’s important we support them and the customers with making their choices. Successful dealers know where to put the spotlights know what they want to represent and are creating an experience in line with that. These dealers have the knack of selling our brands successfully.”

Moteo Group Netherlands has recently organized its winter show, where - over a period of 4 days - their dealers are given the opportunity to drum up inspiration on how best to design their showrooms in order to optimize presentation of the various Moteo brands. Van Straaten is responsible for the production of all the visual communication materials. “It’s all about creating a mood around riding a 2wheel vehicle”, Katinka elaborates. “Brand perception in the showroom is worked out right down to the last detail, from the Decposol wall frames and vinyl floor mats to the coffee cups. Enthusiasm among dealers is enormous and they are all too happy to implement our visual concepts back in their own showrooms!”

Exhibition and experience

Twice a year, Moteo Netherlands organizes an exhibition stand and Van Straaten was asked to partner with them on the development. “Together with our partners, we offer turnkey design concepts, where the focus is on quality and maximizing returns. This forms the basis of our business model and is one of the ways in which we are able to single ourselves out from the rest,” explains Coen Kijk in de Vegt, responsible for sales & marketing at Van Straaten. “So, unsurprisingly we were asked by Moteo Group to support them with the concept and development of their exhibition stands, such as at the Dutch Huishoudbeurs.”

Van Straaten also supplies visuals to Moteo Group Belgium for its stand at AutoSalon in Brussels. This involved the creation of product columns with specific visuals per vehicle. These could be used in combination with canvasses. “We received a lot of compliments from our dealers and fellow-exhibitors,” explains Thomas Vanoutryve, marketing manager of Moteo Group Belgium. “The product columns and the visuals are of excellent quality and can be used again and again. A number of these are currently on their way to Switzerland for a product launch”. In particular, Moteo Group Belgium is appreciative of Van Straaten’s high quality of service. “When we were facing some hiccups in the run-up to the AutoSalon, Van Straaten was on hand immediately to help out. They live up to their promises and stay in touch at any point during the process. This way we never miss our deadlines”, adds Thomas.

“Van Straaten achieves top-class results. They respect budgets whilst still producing great results.”

Katinka Plagge,
Marketing manager, Moteo Group
The Netherlands
Innovation and inventiveness

The close collaboration between Moteo Netherlands and Moteo Belgium means that Van Straaten is tasked with creating the same imagery for both entities. Start-up costs are shared and brand perception is more easily and consistently defined. “We listen to what retailers have to say,” explains Coen Kijk in de Vegt. We are not just interested in the print, but we also look after distribution, packaging and logistics. We go one step beyond the competition and our clients appreciate that.

What appeals most to Moteo Group, apart from the standards of quality and service already mentioned, is the inventiveness that Van Straaten brings to the partnership. “With our limited resources, Van Straaten is able to achieve top-class results, through a flexible attitude. They respect budgets and understand the value of money, whilst still producing great results,” explains Katinka Plagge. “In this way we leave no stone unturned in our joint efforts to take the experience of customers to the highest possible level. For us, Van Straaten is an ideal partner.”

“They live up to their promises and stay in touch at any point in the process. This way we never miss our deadlines”

Thomas Vanoutryve, Marketing manager, Moteo Group Belgium

Pictures: ©Moteo Group, www.moteogroup.com
Van Straaten is proud of its portfolio. As an all-round supplier we aim to make life easier for our customers. When it comes to quality we make no concessions and believe in our products and solutions. Read more about some of our treasured endeavors:

**Soundwave Frames**

What is the best way of attracting visitors? The answer: Soundwave. The Soundwave Frame is a revolutionary aluminum display system, which incorporates ultra-thin speakers that can be fully programmed using, for example, an iPhone. The Soundwave Frame intensifies brand perception, not just through the eyes, but the ears too. “Even 15 years later, I still hear the words ‘Wilkommen bei Mercedes-Benz’ at the escalators at IAA in Frankfurt,” explains a customer.

**Sound is a valuable addition to brand perception.** It appeals to an additional sensory organ, giving an extra dimension though which you can reach your target audiences. Our psychological filters are wide open for sound. This extra dimension completes the circle and enables a wider reach.
**Lightbox, bigger and better**

Up until now, a Lightbox could be up to 3.2 meters in size. That’s quite big! However, today Van Straaten produces these Lightboxes one and a half times that size, no less than 5 meters in width! This means you can now grab the attention of your audience from an even greater distance. But that’s not all. Previously, you would need a large vehicle to transport and set up the Lightbox fabrics. That too is a thing of the past. We now use crease-resistant fabric which can simply be folded. We supply Lightpanels, spectacular ultra-thin visuals that can be wall-mounted or free-standing. The LED lighting ensures even lighting for the whole panel. What’s more, we also produce 3D Lightboxes illuminated by power LEDs. Lightboxes can be produced to any format required. Bigger and better!

**Visual Magnetics, the attention-grabber**

Van Straaten is the European partner of the American-based company Visual Magnetics. This is an exceptionally versatile system, which enables visuals to be changed quickly and easily. Visual Magnetics uses printable, ferrous visuals. Because the magnet is situated under the surface, changing a visual is a lot cheaper than if you were to use conventional magnetic stickers. The material is thinner, which gives it a sleeker look and, from a logistics point of view, it can be handled easily and cost-effectively. Just about anyone can fix the visuals, which leads to savings on assembly costs. Finally, there’s a possibility to paint a wall with ferrous paint and then affix the Visual Magnetics. This means that drilling in walls is a thing of the past. Visual Magnetics has many applications for retailers, or for seasonal or one-off promotions. “A new visual can be made on-the-spot,” explains Coen Kijk in de Vegt, Sales and Marketing Manager at Van Straaten. “It’s just perfect for retail promotions.” It’s plain to see why Visual Magnetics is so popular in the retail business, but it can be used in countless situations in the office environment, in hospitality or, for example, in press areas. In fact, Visual Magnetics is the solution par excellence wherever speed, flexibility and cost-efficiency are of the essence.
The versatility of stickers

The versatility of stickers knows no boundaries. At Van Straaten we have a large product range, with a sticker solution to suit any occasion. We produce, for example, **perforated stickers** for use in storefronts and large display windows. The perforated pattern allows you to look from the inside to the outside at various levels of transparency. For **events and promotions**, we use monomer film, which can be used up to around six months. For longer-lasting solutions, but ones which can still be removed with ease, polymer is the best option. Polymer is available in different widths and comes with a two-year warranty. Polymer is also supplied in a **transparent version** which can be fitted on the **inside of a window**. A full-color mirror-image can be applied to the film, which can be printed first with opaque white ink and then with opaque black ink to produce a non-transparent effect. A unique variant to this is the **translucent back-lit film**. This material allows you to use it as a lightbox, the visual will jump out of the window. In short: a complete selection of products which provide you with suitable, eye-catching solutions to intensify brand perception.

*Pictures: Ellen Pichotte at Under Armour, Olympisch Stadion, Amsterdam www.underarmour.nl*
Van Straaten is the leading production company for innovative visual communication. We supply anything you need for outsized and special print projects. We can deliver anything from expert advice, design development and execution with fantastic prints and frames, to true craftsmanship and on-site assembly, all from under one roof. Discover yourself why professionals are choosing Van Straaten’s project-based approach.

Go to www.vanstraaten.com, contact your account manager or call us on +31 (0)23 - 555 18 61

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Some industries in which we provide our services:

**Retail**
Retail organizations choose Van Straaten for inspirational and activating brand experience. We translate retail trends into innovative and eye-catching communication solutions. We produce all the materials ourselves which means we are flexible and deliver quickly. In addition, we look after the complete logistics, right down to in-store level, regardless the country.

**Events agencies**
We offer events agencies all-round solutions for signage and decors for any kind of event. From advice, conception and design to assembly, together we ensure that each event has a WOW! factor. Van Straaten is the all-round supplier, which means you no longer need to shop around for individual items.

**Interior design**
Van Straaten offers a wide range of products and solutions to provide interiors with the look and feel they deserve. From large-format prints for walls or ceilings to stickers for large display windows, Van Straaten supports interior designers across the globe with the creation of interiors that truly impress.

**Exhibition Design**
We offer exhibition designers a wide range of products and services in order to design and develop much talked-about exhibition stands. We are the forefront when it comes to new technologies and innovative applications and support you 24/7, which means you will always provide your clients with the very best solution and service. In addition, our service ‘First-aid at Exhibitions’ makes sure help is always at hand when an emergency comes up.

**Marketing and advertising agencies**
We support marketing and advertising agencies by creating outspoken products and solutions for visual communications. Together we translate creative design into innovative, eye-catching communication solutions. Our complete range of products and solutions combined with our open-minded attitude means that many agencies choose to work with us.