



# VISUAL ENGAGEMENT SOLUTIONS

FOR RETAIL

The **LOOK** Company®





# THE LOOK COMPANY DISPLAY SYSTEMS

The Look Company transforms retail environments by delivering innovative display systems and printed graphics. Our SEG Graphics and modular frames capture the attention of shoppers by providing an elevated in-store experience.





## **CUSTOM HARDWARE SOLUTIONS**

Our proprietary hardware is designed in-house and manufactured in our North American, European, and Middle East facilities. This enables us to produce custom solutions to satisfy any project requirements.

## **TENSION FABRIC GRAPHICS WITH SEG**

Our tension fabric silicone edge graphics are printed through dye sublimation. Dye sublimated graphics contain a high saturation of ink in a two-stage process to lock in the bold, vibrant colors and crisp lines. Sublimated fabric prints naturally diffuse light and do not reflect other

lighting so there's no surface glare. In addition, the prints with SEG stretch taut over the aluminum extrusions, providing a smooth, wrinkle-free graphic. Compared to traditional substrates, the fabric does not scratch or tear during shipping or installation, prolonging the life and quality of the graphics for the duration of use.

## **LED LIGHTING EXPERTS**

Our in-house lighting experts, in collaboration with our extrusion designers, engineered an industry leading LED lighting system. This system provides a life expectancy of 100,000 hours, while supplying a constant uniform source of light. Our system reduces power consumption and heat by 60% compared to first generation LEDs. The printed circuit boards for our system are UL-listed.



All lightboxes manufactured by The Look Company bear the UL seal and meet standards applicable in the United States and Canada. Internal components, such as Look-brand high-efficiency LED lights and power supplies, are UL approved and are built to exact specifications for superior performance.

# RETAIL SOLUTIONS

**Communicate your brand message and engage your customers with an elevated in-store experience. We offer a wide range of innovative visual engagement solutions for retail applications:**

- ✓ Lightboxes
- ✓ Wall-Mounted Graphic Treatments & Signage
- ✓ Wayfinding & Department Signage
- ✓ Integrated Fixtures
- ✓ Modular Display Systems
- ✓ Custom Product Displays, Kiosks & Pop-Ups



sleep

dreams



relax

ROOMS TO GO OUTLET



## LIGHTBOXES

Lightboxes are an effective way to target travelers in concourse and guest relation areas. We offer a wide range of lightbox solutions all produced to custom sizes and shapes with a variety of hanging, wall-mounted, or self-standing options.

- ✓ 50mm (2") One-sided, Backlit
- ✓ 50mm (2") Rounded Corner, Backlit
- ✓ 50mm (2") Seamless Corner, Backlit
- ✓ 75mm (3") One-sided, Backlit
- ✓ 75mm (3") One-sided, Perimeter-Lit
- ✓ 75mm (3") Rounded Corner, Perimeter-Lit
- ✓ 100mm (4") One-sided, Perimeter-Lit
- ✓ 100mm (4") One-sided, Backlit
- ✓ 120mm (4.5") Two-sided, Perimeter-Lit
- ✓ 120mm (4.5") One or Two-sided Corner

## NEXT GENERATION LED LIGHTING SYSTEMS

Exclusive to The Look Company, our Next Generation LED system is available in all of our lightbox product offerings in either backlit or perimeter for double-sided or corner lightboxes. Our LED system disperses light across the entire graphic, reducing light loss, and is configured with a high color rendering index (CRI), providing a true white light source. In support of green and carbon neutral efforts, The Look Company's Next Generation LED System reduces power consumption and heat by 60% compared to first generation LEDs.

# THINNEST

## LIGHTBOX ON THE MARKET

Our 50mm (2") Backlit Lightbox is half the depth of a standard 100mm (4") lightbox. The thinner profile allows the lightbox to be wall-mounted or integrated into display systems where space is at a premium.



## WALL-MOUNTED GRAPHIC TREATMENTS & SIGNAGE

A low-profile frame anchored directly to the wall surface provides a versatile graphic system that can be constructed to any shape and size. Half-wall to full-wall treatments or top-of-shelf runners can be easily anchored to the wall in any size with printed fabric graphics to communicate product information or reinforce your brand's message.

## WAYFINDING & DEPARTMENT SIGNAGE

Our extrusion systems are adaptable to create not only wall and floor-mounted pieces, but can also be used to form ceiling hung identification and directional wayfinding signs. Using our lightweight frame and fabric system, displays can be large-scale and hung by standard cables along ceiling rafters. Built-in fasteners provide precise leveling for future adjustments.

## INTEGRATED FIXTURES

Working with existing fixtures, we can retrofit units to accommodate seamless fit graphics that are integrated within stand-alone product display hardware. Extend your messaging above fixtures with fins, toppers, or custom projecting extrusions. We offer a full range of brackets that can be mounted to most industry fixture systems.



## **CUSTOM PRODUCT DISPLAYS, KIOSKS, OR POP-UPS**

Custom product display systems combine modular frames and fabric graphics to build free-standing units, kiosks, and pop-ups. Completely customizable with unlimited design flexibility to include lit, non-lit or digital components, these standalone structures can be temporary, portable, and adjustable.





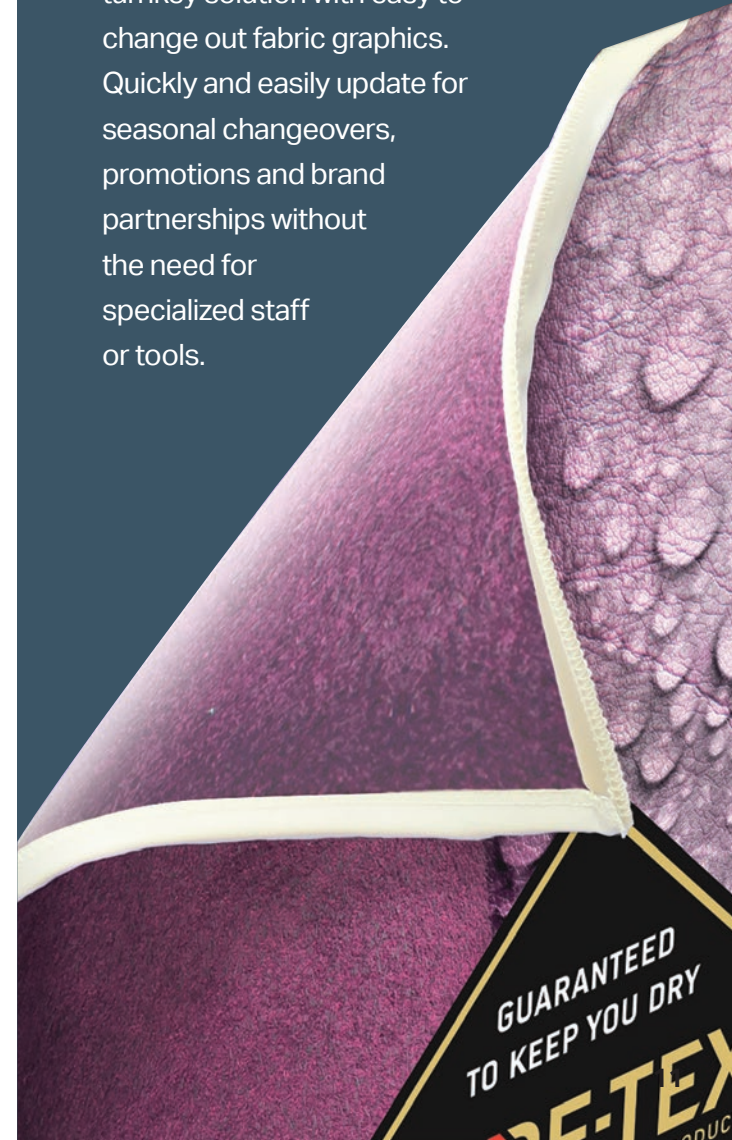
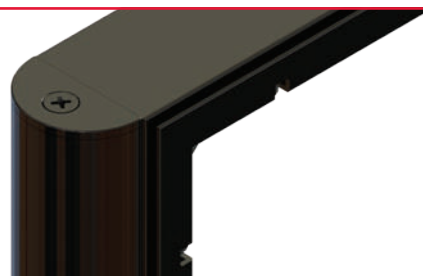
## FABRIC GRAPHIC CHANGEOUTS

SEG graphics from The Look Company can be used as a cost-effective, turnkey solution with easy to change out fabric graphics. Quickly and easily update for seasonal changeovers, promotions and brand partnerships without the need for specialized staff or tools.

## MODULAR DISPLAY SYSTEMS

The modular display system can be constructed into any configuration to create a custom graphic display system. Utilize anodized or custom colored powder-coated frames, module connectors, and printed fabric graphics, for unlimited design flexibility. Use our lightweight modular system as a cost-effective solution to enclose ceiling space with continuous graphics for wayfinding or to enhance a store's brand environment.

*Optional bullnose corners can be added to frame edges for added safety in heavy traffic areas.*



# COMPLETE SOLUTION PROVIDER

**The Our projects are completed from start to finish under one roof.**

**We offer end-to-end in-house design, hardware manufacturing, printing, kitting, project management, and installation. Since we design and manufacture the extrusions in-house, we can produce custom solutions to satisfy a variety of project requirements.**



## **Project Plan**

Our scheduling and project management software can satisfy any time frame, from a few items to campaigns or events with over 200,000 items.



## **Supply at Scale**

Our expansive global production facilities utilize state-of-the-art printers, manufacturing, technologies, and industry specialists. We have the capability to adapt our facilities to meet special requirements and can quickly ramp up production for increased workloads and large rollouts for quick turn-around requirements or deployments of +100,000 piece campaigns.



## **Global Company**

With offices in North America, the Middle East, and Europe, The Look Company applies the same commitment to print quality anywhere in the world. We can provide project management and support internationally.





# SERVICES

We offer a full range of integrated services from in-house design to project management and installation.

## Concept Development

- ✓ Ideation process
- ✓ Visualization planning
- ✓ Stakeholder collaboration

## Design & Planning

- ✓ Creative design
- ✓ Location plan drawings
- ✓ Product design
- ✓ Technical CAD shop drawings

## Project Management & Installation

- ✓ Scoping & surveying
- ✓ Engineering
- ✓ Installation services
- ✓ Project Management
- ✓ Stakeholder Liaison

4.2

million sq. ft.  
of digital  
printing

2020

3.3

million linear  
feet of kedar  
finishing

2020

2.3

million linear  
feet of extrusion  
frame

2020





# OUR CLIENTS

When you partner with us, you'll be in good company.

HOLT RENFREW



SPORT CHEK



FIFA WORLD CUP  
Qatar 2022



PALLISER®



eCCO®



BIRKENSTOCK  
MADE IN GERMANY • TRADITION SEIT 1774



Indigo



SKECHERS

Rawlings





GUESS





The **LOOK** Company®

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**MKCREB**