



# VISUAL ENGAGEMENT SOLUTIONS FOR BRAND ACTIVATIONS

The **LOOK** Company®







# THE LOOK COMPANY BRAND ACTIVATIONS

Engage your audience and create memorable brand experiences with brand and event activations from the Look Company. Our visual engagement solutions are available in a wide range of applications for indoor and outdoor environments.

The  
**LOOK**  
Company



**FIFA WORLD CUP**  
Qatar 2022

Official FIFA World Cup Qatar 2022™ Regional Supporter



## **CUSTOM FRAMES AND SEG FABRIC GRAPHICS**

Our hardware is designed and manufactured in-house which enables us to produce custom frames and graphics for any project requirement.

Our fabric silicone edge graphics are printed through dye sublimation using a two-stage process to lock in highly saturated colors and crisp lines. Printed graphics can be stretched taut over aluminum extrusions providing a smooth, wrinkle-free graphic with no surface glare.

## **LED LIGHTING EXPERTS**

Our industry leading LED lighting system for lightboxes 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.

## **WEATHER RESISTANT HARDWARE AND GRAPHICS**

Printed graphics and hardware can maximize your brand exposure in outdoor environments. Our substrates are resilient to the most demanding conditions. Uses include temporary structure covers, scaffold branding, stage branding, banner poles, flags, and building facades.

## **INTEGRATED SERVICES**

Working closely with established teams or taking on a program in its entirety, we enlist our team of experts to provide everything you need to activate your brand. With experience in indoor and outdoor solutions, we're uniquely positioned to lend our expertise to your project ensuring the maximum exposure of your brand.

# BRAND ACTIVATION SOLUTIONS

**We offer a wide range of innovative visual engagement solutions for brand activations:**

✓ Indoor

---

✓ Outdoor

---

✓ Flagtrax

---



# INDOOR SOLUTIONS

Increase engagement and visibility with immersive environments. Transform indoor spaces into unforgettable brand experiences with bold graphics, lightboxes, and innovative display solutions.

- ✓ Lightboxes
- ✓ SEG Graphics and Frames
- ✓ Modular Display Systems



## LIGHTBOXES

Lightboxes are an effective way to get your brand noticed and engage your audience. 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.

- ✓ 36mm (1.5") One-sided, Light Guided Plate (LGP)
- ✓ 50mm (2") One-sided, Backlit
- ✓ 75mm (3") One-sided, Backlit
- ✓ 100mm (4") One-sided, Perimeter Lit
- ✓ 100mm (4") One-sided, Backlit
- ✓ 120mm (4.5") Two-sided, Perimeter Lit
- ✓ Lightbox Corner, Pillars and Halos

## 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.



## SEG GRAPHICS & FRAMES

Communicate sponsorship information or reinforce your brand's message with SEG fabric prints. Stretched taut over aluminum extrusion frames, the printed fabric panels are wrinkle-free and smooth. They naturally absorb light to reduce glare and display a clear brand experience. Applications include; wall mounted treatments, signage, wayfinding, pillar wraps, and media backdrops.





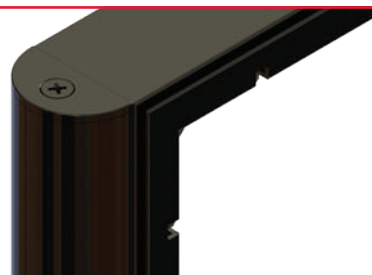
## FABRIC GRAPHIC CHANGEOUTS

SEG graphics from The Look Company can be quickly and easily updated for new promotions, sponsorships and brand partnerships without the need for specialized staff or tools.

## MODULAR DISPLAY SYSTEMS

Build brand excitement with pop-ups, kiosks and free standing units. The modular display system can be constructed into any configuration to create a custom graphic display system for unlimited design flexibility. These standalone structures can be temporary, portable, and adjustable and can include lit, non-lit or digital components

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



# OUTDOOR SOLUTIONS

Capture your audience's attention with unique outdoor environments. Activate your brand and build brand ambassadors with memorable experiences.

- ✓ Fence Scrim
- ✓ Building Wraps and Facades
- ✓ Flags & Street Banners





## **FENCE SCRIM**

Custom fence scrim is a printed branded substrate that can be fastened to any size fence height for crowd control, advertising, sponsorships, venue signage and/or wayfinding. Resilient to the most demanding outdoor conditions, perforated air vents allow for maximum wind spillage and overall durability while showcasing vibrant graphics.



## **BUILDING WRAPS & FAÇADES**

Make an immediate impression with your brand through large-scale, exterior building façade graphic treatments. Available in hung banners or window one-way-vision decals designed to sustain the elements for the duration of your activation. Building wraps and façades increase brand visibility through the large-scale graphics that can be seen from a distance, similar to a location specific billboard.

## FLAGTRAX

Flagtrax is a patented flag and banner mounting system that can be retrofitted onto existing light standards or flagpoles. Our push-pull technology allows brands and advertisers to change flags and banners in an instant from the ground allowing for multiple flag changeouts during activation. Eliminate the need for costly and complex installation crews and equipment that hinders traffic and inconveniences public spaces.





## FLAGS & STREET BANNERS

Enhance outdoor areas with flag & street banners to build awareness and promote your brand throughout activation. Flags & street banners add a finishing touch to any event or promotion and can be seen from a distance, from any angle. Engage a wider audience through attention-grabbing graphics printed with 100% penetration and a strong reverse image quality.



# COMPLETE SOLUTION PROVIDER

**The Look Company is a complete solution provider. 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 range of project requirements.**



## **Expertise**

With thousands of completed projects worldwide, we offer a network of experts to collaborate and execute any project of any scale, bringing innovative solutions to multiple industries.



## **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.



## **Exceptional Value**

We don't use third-party vendors, which enables us to provide the best value to our customers. Because there are no middlemen in our supply chain, we are very cost-effective.



## **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.



# OUR CLIENTS

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

HOLT RENFREW



SPORT CHEK



FIFA WORLD CUP  
Qatar 2022



PALLISER®



CANADA RUNNING SERIES

eCCO®



BIRKENSTOCK  
MADE IN GERMANY • TRADITION SEIT 1774



Indigo



SKECHERS

Rawlings





GUESS





The **LOOK** Company®

**1.866.979.8326 | [thelookcompany.com](http://thelookcompany.com)**

Canada • USA • France • Qatar