
The Look Company

SERVICES



The **LOOK** Company®

Bring Your Vision to Life

The Look Company offers a full range of integrated services from in-house design to project management and installation. For over 20 years, we have been developing innovative visual engagement solutions for sport and retail environments.

Our team of specialists work with clients across every service offering to create unique brand experiences. You have the vision, we can help you get there.





MUST-HAVE BOOTS

MOON BOOT

PRADA CARTRIDGE

Concept & Design

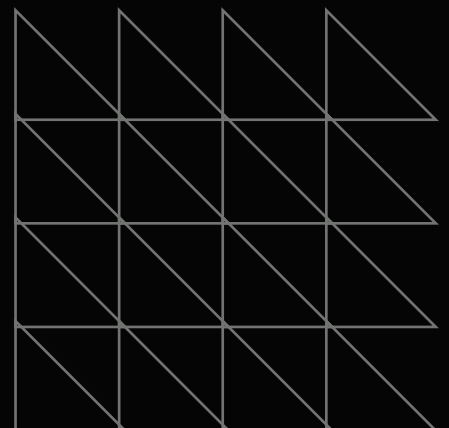
End-to-end in-house design

From the ideation process to production and installation, The Look Company can bring your ideas to life. Our concept and product development team are seasoned experts in crafting unique brand solutions for both retail and sport environments.

“*The biggest value we offer to our customers is that we’re a complete solution provider.*

We spend the front end of our customer conversations in the ideation stage, performing site surveys, prototyping, and mapping out a strategy to fulfill their requirements **”**

— Gerry Price, CEO and President,
The Look Company - North America





Ideation Process

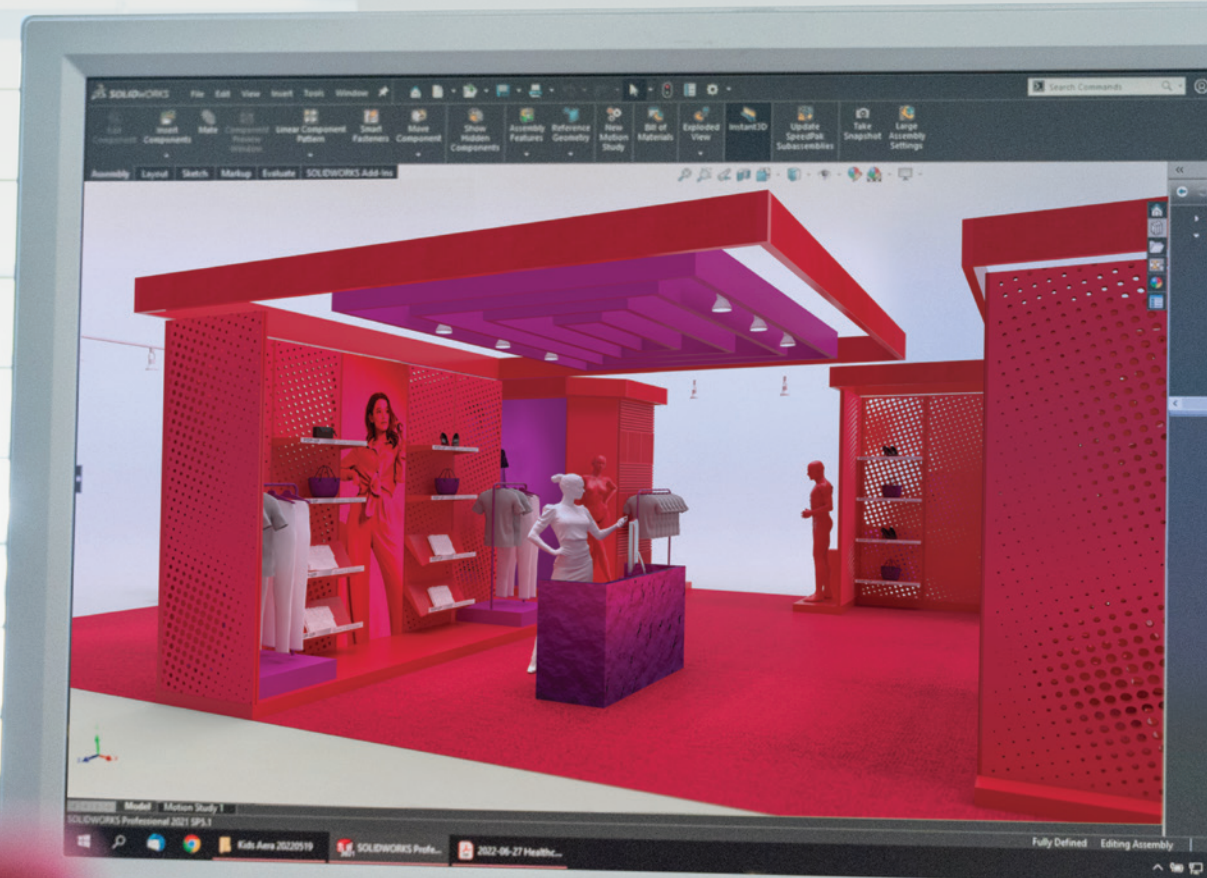
Our design team works with clients to develop a creative brief that outlines the clients vision, to ensure everyone is on the same page. Brainstorming sessions take place following the creative brief. Concept ideas are discussed and rough sketches are created.

Visualization Planning

Sketches from the ideation process are modeled in SolidWorks to create 3D renderings which enable customers to visualize and evaluate the concept ideas.

Design & Planning

Our designers audit your space and recommend the best solutions to engage your audience and elevate your brand's experience.



Creative Design

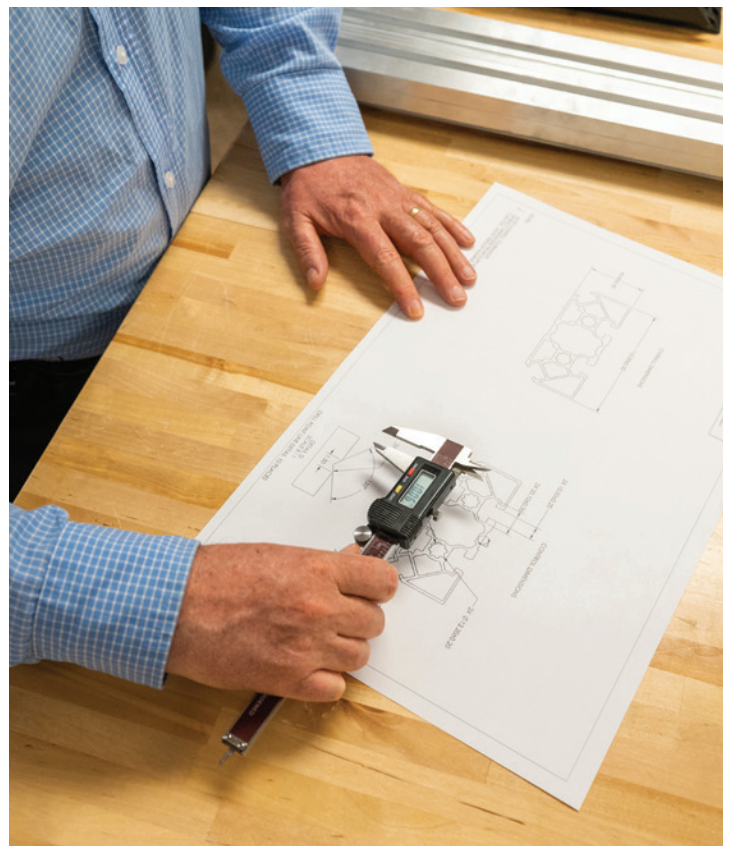
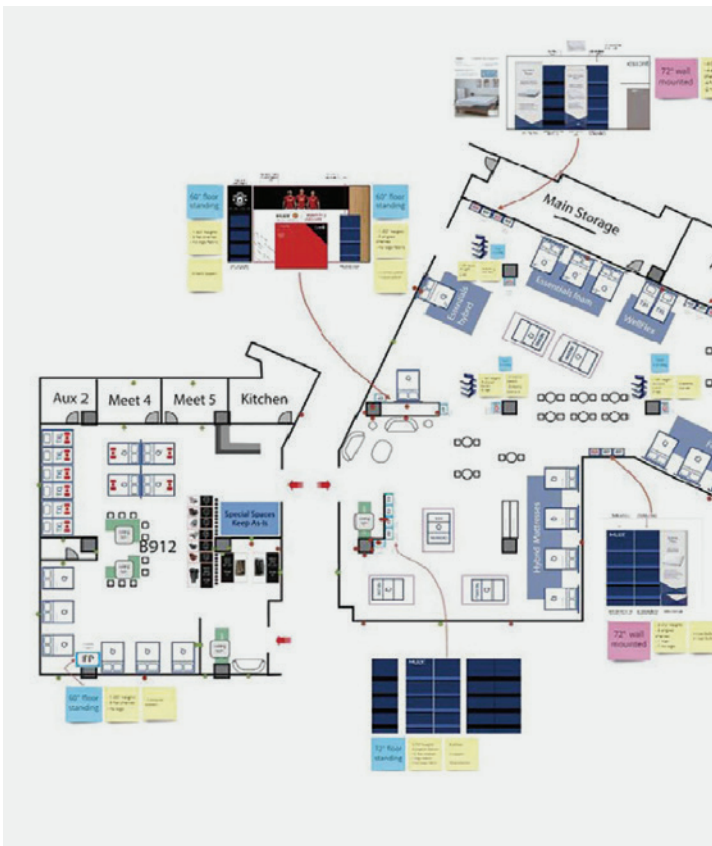
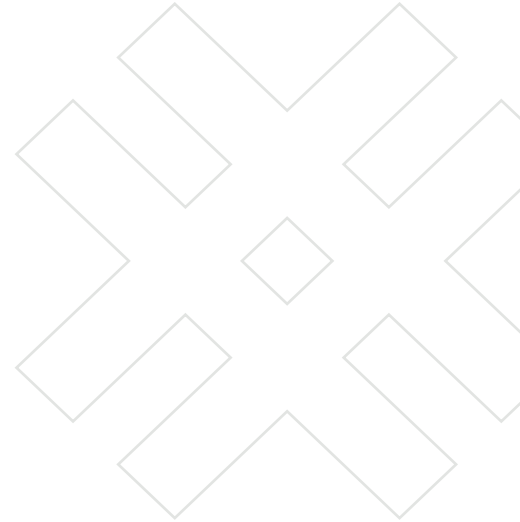
Photorealistic visuals are created from the 3D renderings developed in the ideation stage. Materials and lighting are applied to create lifelike images, giving clients a clear understanding of the spatial qualities, aesthetics and functionality of the design.

Location Plan Drawings

Scale drawings of the project are created to ensure compatibility to existing architectural structures and site details as the spatial design takes shape. Elevation drawings and floor plans assist with constructing a newly designed space with accuracy and precision.

Product Design

Final designs are passed on to engineering for final review. Should a project require additional product design, engineering and production provides input and recommendations for custom applications.



Engineering

Our in-house engineering team provides expertise in the development of custom solutions from concept development to production and tooling, plus so much more.





Concept Implementation

In order to implement a new custom application, evaluating a new retail space concept is required. The solution may be as simple as creating simple brackets to enable a new assembly configuration or more complex such as developing a whole product line with new extrusions, brackets, and integrated electronics.

Prototyping & Testing

Using in house 3D printers, lasers, plasma cutters and CNC milling machines, engineering can rapidly prototype new components and test them. Three or four product iterations can potentially be completed and tested in a single week.

Production & Tooling

For low volume production and beta-test installations, parts produced using 3D printers, lasers and plasma technologies are used initially. For higher volumes, production tooling is commissioned and approved. A tolerance stack-up analysis is critical to ensure part functionality over time and across applications.

Lighting

Continuous work improving lighting products to improve performance and reduce power consumption remains at the forefront of priorities. Proprietary branded power supplies and LED systems are engineered to evolve overtime and become more and more efficient.

Production Development

To adapt to large volumes of product, the capability to design and build custom production machinery is available as required. From simple tooling to automated metal cutting cells, internally designed and built machinery powers the production process.

Research & Development

Some projects require more than the routine application of engineering principles. Some require active research to develop new technologies.

Special Projects

To solve complex challenges or what could be considered impossible solutions, special project R&D is conducted. Processes include using leading-edge climatic wind tunnels, developing sophisticated simulations and/or integrating many different technologies together.

 ***Product development is the process
by which innovation is perfected*** 

— Malcolm Stephens, Engineering Manager

Project Management & Installation

Dedicated project managers are located on-site at the manufacturing facility. Entire projects are coordinated from start to finish to ensure quality deliverables, on-time and at scale.

Scoping & Surveying

Careful measurement and evaluation of the environment to be designed is necessary to ensure the seamless method of installation and finishing details. If the space is complex, drawings are completed to visualize and develop understanding of the necessary requirements to fulfill the project.

Project Management

Clients are updated regularly on the progress of the project plan through scheduled meetings. Approvals of proofs, shipping coordination, rate cards, installation scheduling are all proactively managed throughout every milestone.

Installation Services

Experienced installers are accessible anywhere across North America. The on-site installation team is up-to-date with worksite safety credentials, certifications and designations. If there are specialized requirements for your venue or space, all workers will be compliant.



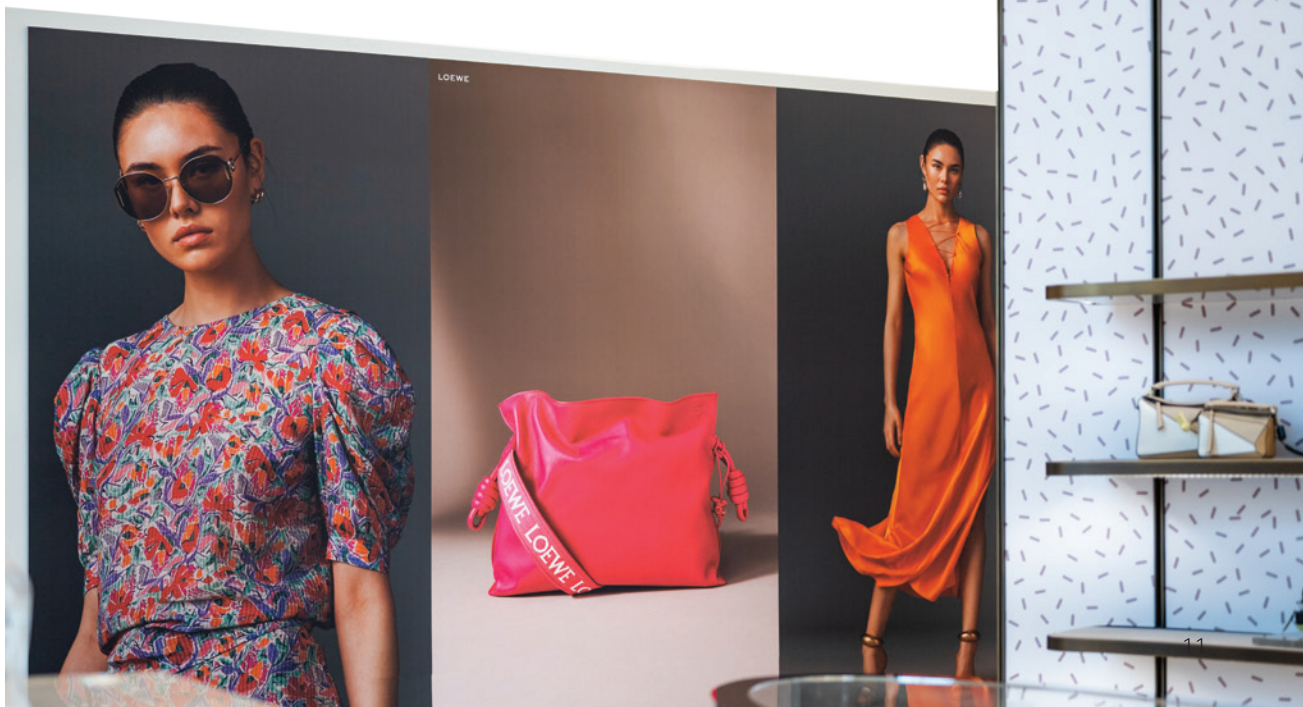
Who We Are

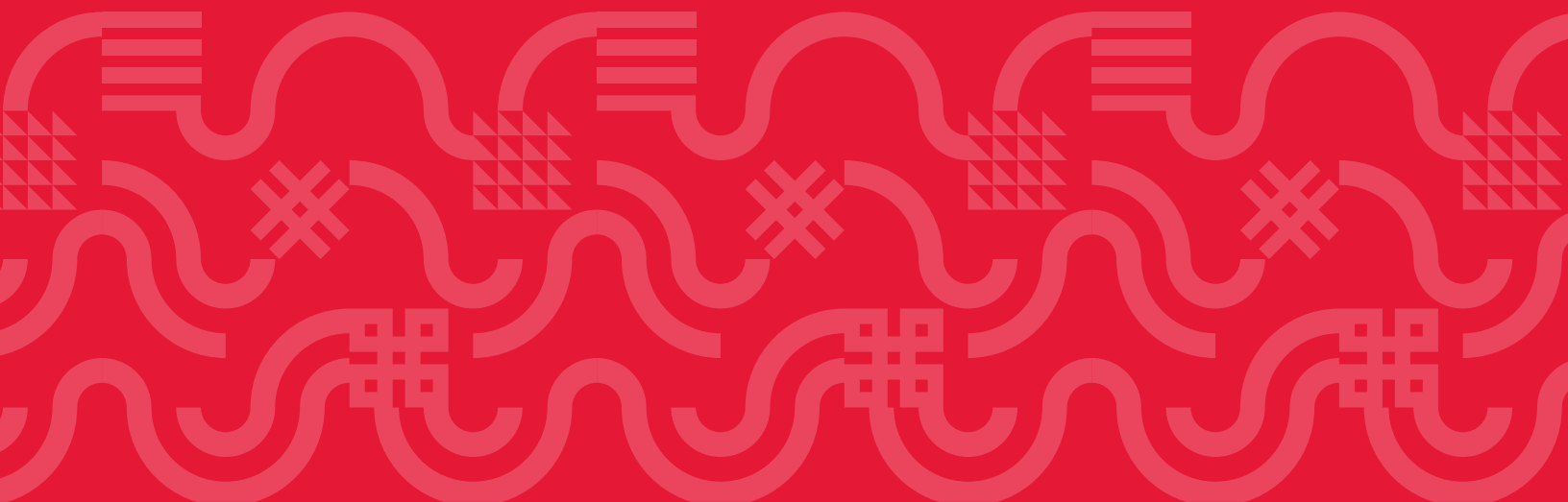
The Look Company transforms environments by delivering extraordinary visual engagement solutions to inspire brand experiences. For over 20 years, we have been perfecting our digital printing processes and have won multiple international awards for print quality.



The Look Company is a G7® Master Certified Facility which confirms our commitment to provide our customers with the best results in color management and print consistency. With offices in North America, the Middle East, and Europe, The Look Company applies the same commitment to print quality anywhere in the world.

As an award-winning print partner, we produce industry-leading graphics and display systems for trusted brands such as Samsung, Under Armour, Skechers, Home Hardware and Walmart. In addition, our products fill multiple sports stadiums as the provider of branding at The Olympics, Major League Baseball events, National Hockey League games, and several other diverse world championships.





The **LOOK** Company®

1.866.979.8326 | thelookcompany.com

Canada • USA • France • Qatar