

The  
**LOOK**  
Company

About Us  
**Inspiring Brand  
Experiences**



OUR BRAND PROMISE

**Deliver  
extraordinary  
visual engagement  
solutions to  
inspire brand  
experiences**



Left: Al Janoub Stadium, Qatar. Above top and bottom: Holt Renfrew

# OUR HISTORY

The Look Company was first established in 1998 under the name The Fabric Communication Network and specialized in large format printing, banners, and flags. In 2001, TFCN provided the branding for the Edmonton IAAF Games, which was our first international sporting event contract. In 2006, The Look Company brand was established in Qatar to create the look of the 15th Asian Games held in Doha. In 2010, The Look Company North America expanded its operations to include visual engagement solutions for retail. Since then, The Look Company has transformed sporting environments around the world and has had the opportunity to work with some of the world's most respected brands.





### **Award Winning Printer**

For over 20 years, we have been perfecting our digital printing processes and have won multiple international awards for print quality from FESPA, the worldwide industry association of wide-format digital printers.

### **Complete Solution**

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 produce the extrusions in-house, we can produce custom solutions to satisfy a range of any project requirements.

### **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, while continuing to deliver extraordinary sport and retail environments that are beyond expectations.

## **OUR STORY**

### **G7 Master Qualified Facility**



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. G7® is an industry-leading global set of specifications widely used to measure the color accuracy on any output device across all printing types and substrates along with improving process control and production efficiency.

### **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 specialty requirements and can quickly ramp up production for increased workloads and large roll outs for quick turn-around requirements or deployments of +100,000 piece campaigns.

### **Building a Sustainable Future**

We are working hard to provide our customers with sustainable products and services to support green initiatives. Our commitment to sustainability spans from the raw materials we choose to the production processes we follow. We are continually looking for new ways to lessen our environmental impact to pass down a better world to future generations.

# CONCEPT AND PRODUCT DESIGN

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





## **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.



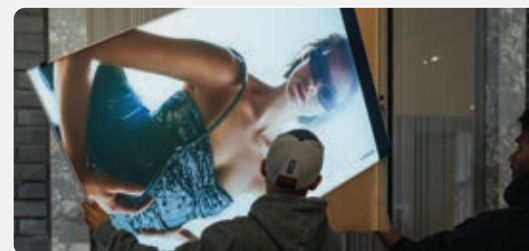
## **IN-HOUSE PRINTING & METAL FABRICATION**

Print studio, metal shop, sewing & finishing, kitting & packaging, drop shipping and asset management providing end to end production in-house for custom and standard solutions



## **PROJECT MANAGEMENT & INSTALLATION**

Scoping and surveying, project delivery management, brand guardian, installation, maintenance and decommissioning, project analysis, asset storage, and archive services



# COMPLETE SOLUTION PROVIDER, END TO END IN HOUSE DESIGN, HARDWARE MANUFACTURING, PRINTING, KITTING, PROJECT MANAGEMENT & INSTALLATION

We offer a full range of integrated services with a team of experienced specialists to transform your retail and sport environments into engaging and memorable brand experiences.

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

## 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 the retail and sports 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.

## DEDICATED PROJECT MANAGEMENT

The success of any project delivery is based upon the control of every detail. From proper kitting and drop-shipping details, to packaging and label requirements, or being a liaison between client

stakeholders, delivery and logistics, warehousing, and installation. We ensure collaborative communication and reporting throughout each stage.

## PRODUCTION CAPACITY AND FLEXIBILITY

Since we design and produce the extrusions in house, we can produce custom solutions to satisfy exact requirements. We further cut, mill, route and bend the hardware elements within our metal shop to satisfy a wider range of design flexibility.

## EXCEPTIONAL VALUE

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





*“The consistency and quality of the printing along with their overall responsiveness and on-time delivery has made The Look Company a valued partner of ours for the last 7 years.”*

— Milwaukee Tool Company

*“The team at The Look Company provides a great combination of personal dedication and focus, with the ability to service at scale across Canada.”*

— MINI Canada



Top: Milwaukee Tool Company. Bottom: Mini Car Company

*“Our experiences working with The Look Company have been exceptional. Not only are they outstanding at understanding our needs, they are willing to go above and beyond to deliver a final product that serves to elevate our events.”*

— Canada Soccer



*“Our artwork was quickly and efficiently transformed into renderings so we could visualize the space before it went into production. While it looked amazing on the computer screen, nothing could prepare us for how well the space looked once it was completed. The work and final products exceeded our expectations!”*

— ProtectAll / Healthy Sleep



**AWARD-WINNING  
GRAPHIC PRINTER  
DELIVERING  
EXTRAORDINARY  
BRAND ENVIRONMENTS  
FOR OVER 20 YEARS**



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**💡💡 *When I refer to our relationship with The Look Company, I explain that they are a partner of our organization. They were involved with every level of the creative process and the scale of what we accomplish as a team, would not have been possible without the cohesion between the Tiger-Cats and The Look Company. 💡💡***

— Matt Afinec, President & COO

Hamilton Tiger-Cats Football Club and Forge FC



Grand Staircase at Mosaic Stadium

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**“Your approach and results delivered are, in a word, outstanding. It is an absolute pleasure to showcase our building and our facilities and proudly tell everyone that the look of our facility was delivered exceptionally by The Look Company.”**

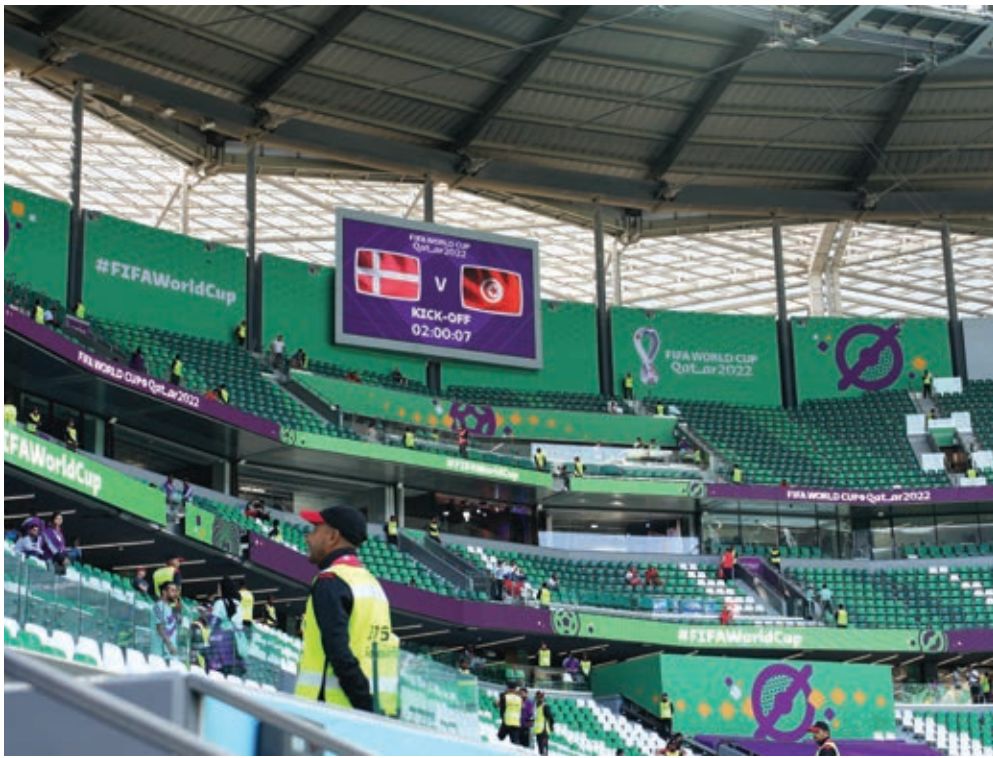
— Craig Reynolds, President & CEO,  
Saskatchewan Roughriders Football Club.

# SASKATCHEWAN ROUGHRIDERS











LOEWE







# THE EXHIBITION TORONTO

Presenting partner  
**TSN**

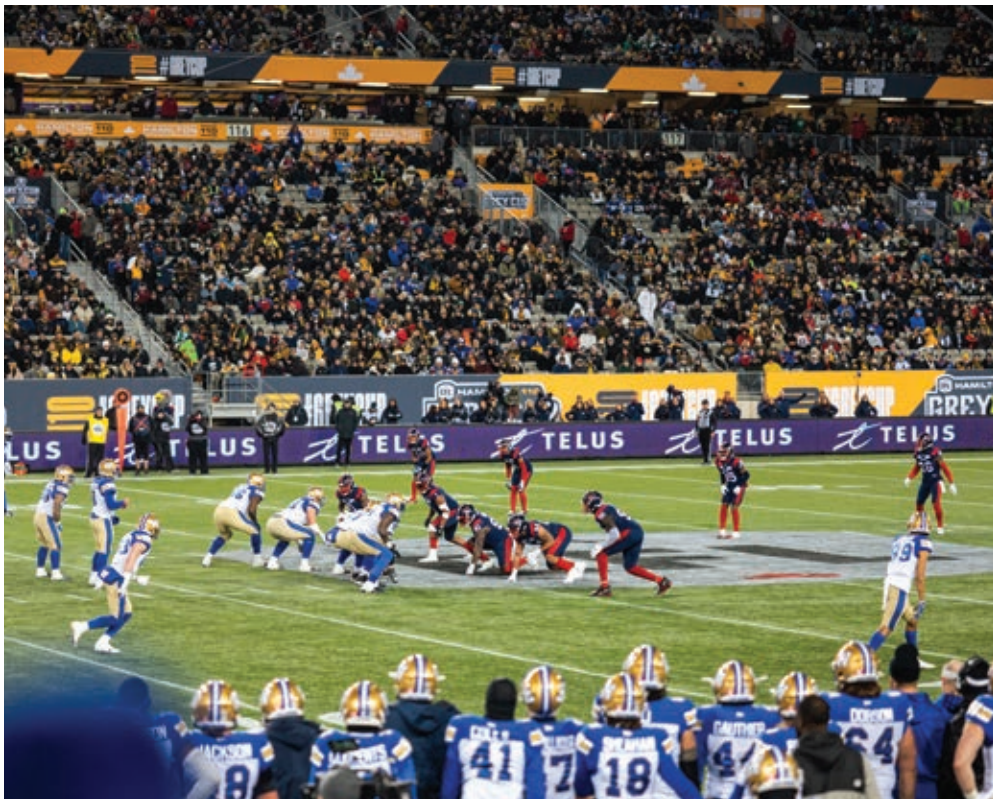


VIP  
General Admission



# THE 110TH GREY CUP









# NATIONAL HOCKEY LEAGUE





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**“** *The Look Company was a valuable asset in helping the NHL deliver a very successful, top notch branded experience for the 2019 Tim Hortons Heritage Classic. Their institutional knowledge of Mosaic Stadium project management, production, printing, fabrication and installation was extremely beneficial in our planning and execution to deliver a World Class event. Bottom line, TLC went above and beyond and delivered exceptional results.* **”**

— Paul Conway, VP, NHL Creative  
The National Hockey League.



SAMSUNG

NEXT IS NOW

Experience the future of innovation







Welcome to  
**SHOPPERS**  
**HEALTH+**

Let us help you with  
your healthcare needs.





Electrical

A large red sign with a white plug icon on the left and the word "Electrical" in white text on a red background.



Heating

A red sign with the word "Heating" in white text.



Scottsdale  
100-1  
1000

10% PERCENTAGE  
ON POINTS EVERY TIME YOU PAY

Scottsdale

A red sign with a black background. It features a "Scottsdale" logo, a percentage "10%", and a blue glue gun icon. Text includes "10% PERCENTAGE ON POINTS EVERY TIME YOU PAY" and "Scottsdale".



Scottsdale  
100-1

A red sign with a black background, featuring the "Scottsdale" logo and the number "100-1".



YOU'VE  
GOT THAT  
JUST SAVED  
GLOW



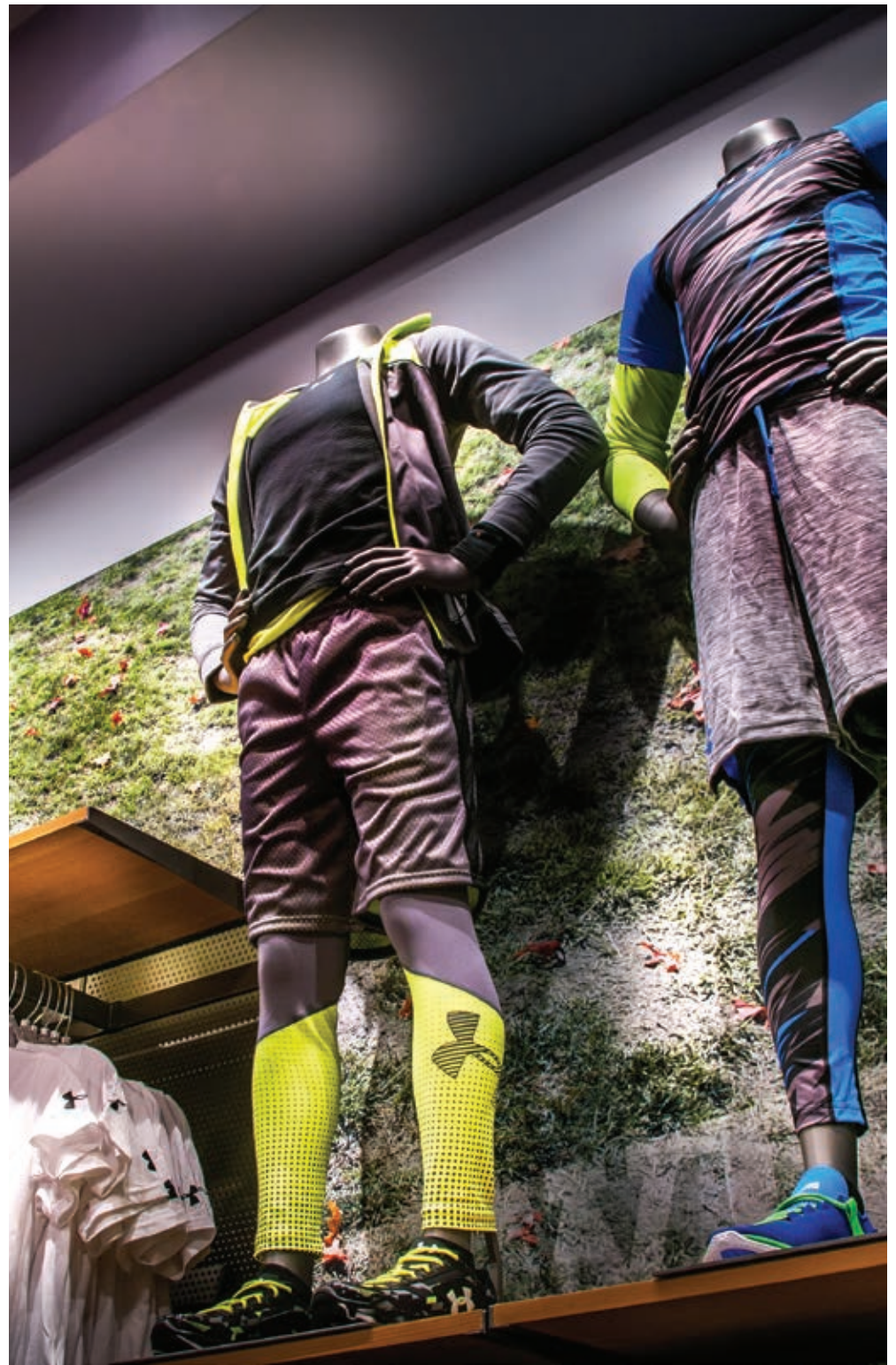
Pickup & Services

EXIT



# UNDER ARMOUR





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*The Look Company partners with retailers  
and brands around the world to build unique  
and innovative brand experiences.*

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The **LOOK** Company®

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TLCAU24