



**VISUAL
ENGAGEMENT
SOLUTIONS**
— FOR —
FASHION RETAIL

The **LOOK** Company®

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 DISPLAY SYSTEMS

The Look Company transforms fashion 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.

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



LIGHTBOXES

Lightboxes are an effective way to engage customers and drive attention to storefronts, product displays, featured promotions or along concourses 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

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.





The LOOK Company

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.

- ✓ 4 Watts per sq. ft. power consumption - 60% less compared to our first generation LEDs
- ✓ Life expectancy - 100,000 hrs
- ✓ Universal input from 100-240 volts AC, 50/60 Hertz
- ✓ UL listed product
- ✓ Internal power supply



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 your retail space for seasonal changeovers, promotions and brand partnerships without the need for specialized staff or tools.

BACKLIT FABRIC FOR LIGHTBOXES

Our new Vivid Backlit Fabric is the premier choice for visually engaging retail displays. This revolutionary fabric provides truer and bolder printed colors and is wrinkle resistant. Printed graphics can be shipped folded, saving space and shipping costs.





MODULAR DISPLAY SYSTEMS

Modular displays can be easily 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.

Define store layouts with partitions and feature walls or combine components to build product displays and so much more. Enclose ceiling space with continuous graphics for departmental identification signage or to enhance the store's brand environment. Our system can be easily reconfigured for multiple applications.

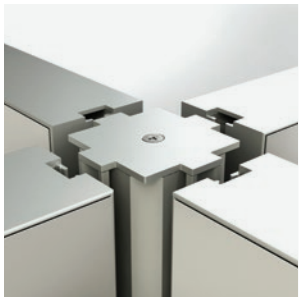
ACCESSORIES

You can customize your modular display system with The Look Company's full range of accessories. Add light integrations, millwork and powder coated finishes to create a unique brand experience.

MODULAR CONNECTORS



3-Way Connector



4-Way Connector



90° Corner

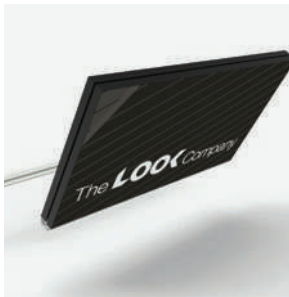


Connector with
Retail Standard (Middle)

TOPPERS



Valance Lit Header



Angled Topper



Curved Header



Straight Header

SHELVES & RODS



50mm Lit Shelf



Angled with Front
Magnetic Strip



Hangrod Bracket



Hangrod with Faceouts

* More connector and accessory options available.

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.



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.

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





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.

WALL-MOUNTED GRAPHICS & 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.



3D LETTERS & LOGOS

Increase brand awareness and engage customers with 3D letters, logos and shapes. Available in a wide variety of materials, custom colours, shapes and sizes.



COMPLETE SOLUTION PROVIDER

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

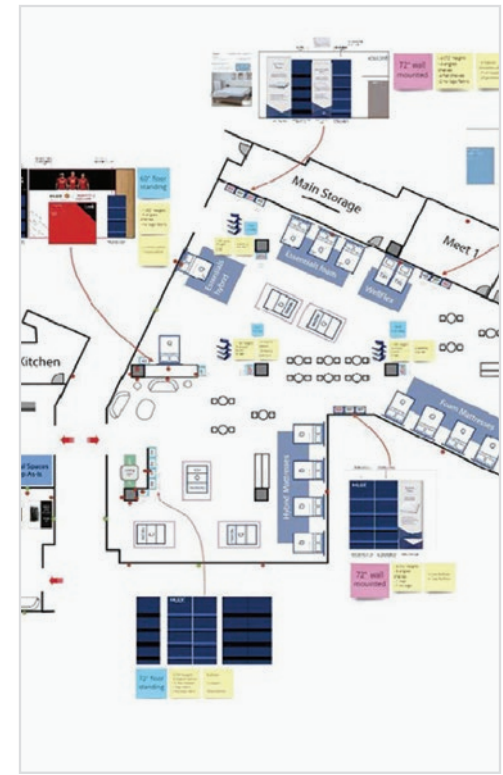
Our concept development team are seasoned experts in crafting unique brand solutions for both retail and sport environments.

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

Design & Planning

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

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





Project Management & Installation

Our dedicated project managers are located on site at our manufacturing facilities. They can coordinate the entire project from start to finish to ensure quality deliverables, on-time and at scale.

Installation services

- ✓ Network of experienced installers
- ✓ Anywhere across North America
- ✓ Installation instructions and videos

- ✓ Scoping & surveying
- ✓ Engineering
- ✓ Stakeholder liaison
- ✓ Designated project manager assigned to your account
- ✓ Digital content management system
- ✓ Campaign management platform

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



Burlington



CANADA RUNNING SERIES

eCCO®



HUNTER

TAG Heuer
SWISS AVANT-GARDE SINCE 1860



BIRKENSTOCK
MADE IN GERMANY - TRADITION SEIT 1774

lululemon



Indigo

ESTÉE LAUDER
COMPANIES

SKECHERS

Rawlings

FIT2RUN
THE RUNNER'S SUPERSTORE



PALLISER®



GUESS



MOLSON 



J.CREW



BAUER



Reebok 



VINCE CAMUTO

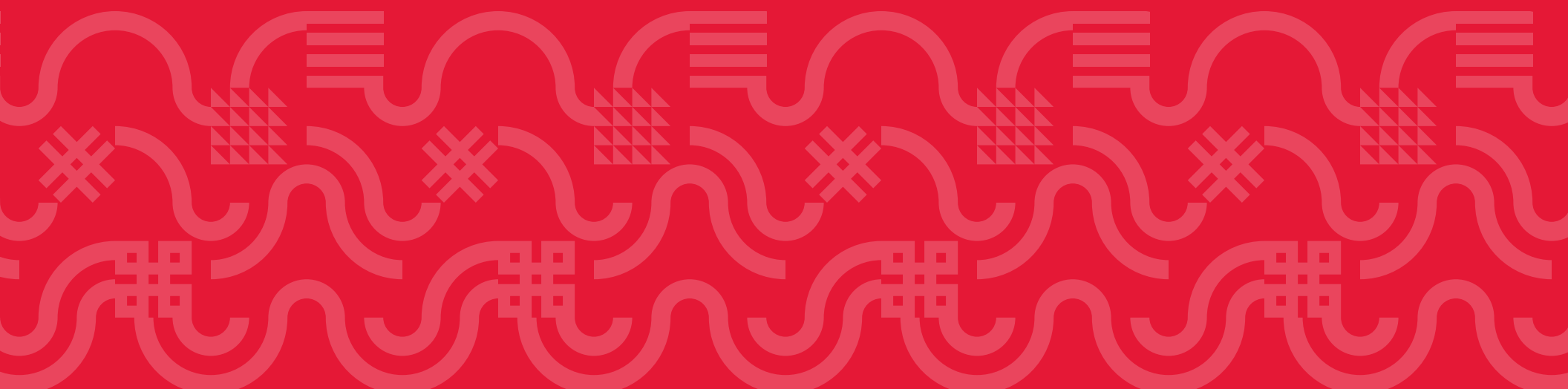


TaylorMade®



MATTRESSFIRM®





The **LOOK** Company®

1.866.979.8326 | thelookcompany.com

USA • Canada • France • Qatar • Philippines

MKCFDS