

# JOURNAL



Dear customers and friends of Kling,

We are pleased to present you with the latest issue of the Kling Group Journal. As always, we are pleasantly surprised with the diversity which gives us renewed inspiration and motivation.

Acknowledging our customers who have appreciated our products and services for decades, we are also very proud that our circle of customers is continuously expanding, particularly into new branches. These companies already employ a multi-layered approach to sales and distribution to better retail their products within the market. A single sales support no longer exists, there is rather usually a set of policies and initiatives. All of this

presents new challenges to our production and development, which is more than capable, due to the experience of our employees, through new materials and above all, technical advancement in machinery and tools.

Join us and immerse yourself in the diversity of services, solutions and unique products from Kling, Kling Swiss, Global Tender, Bossert, Mon Decor and Tablo.

I hope you enjoy reading this issue.

Markus Bächtold  
Managing Director



**NOW AVAILABLE WITH POWER BATTERY! → 2**

## SHOWCASES FROM THE SPECIALIST

*Consulting, design, production and delivery from a single source*

**KLING** Our showcases have many distinguished features, but we are particularly proud of the 100% Made in Germany quality. Kling has manufactured showcases for over 30 years!

Our employees' decades of experience, competence and expertise make us sought-after specialists for showcases and counters at point of sale. Our customers value the complete service that Kling can offer - from consulting, via design and planning through our in-house agent Tablo-Design GmbH, all the way through to the setting up of the showcases by our own experts

showcases are the ideal presentation and sales media at point of sale because, in just a small space and with their stylish appearances, they appeal directly to the customer, capturing attention and presenting a convenient way to stimulate interest. Together with a contemporary design that communicates the brand essence and makes the showcase unique, showcases represent a means of increasing sales which should not be ignored.

Kling manufactures a wide variety of showcases, whether as standard solutions or individually tailored to

our customers' brand and wishes. We offer a full range of wall-mounted, glass and free-standing showcases, with or without a base cabinet, and also rotating showcases with or without an electric motor. The advertising material can be applied by digital printing, backlit plexiglas, painting, vinyl lettering or 3D lettering, there are simply no limits to the degree of customisation possible.

**More on the subject of showcases → 2**

## HIGHLIGHTS



### SHOWCASE LIGHTING WITH POWER BATTERY

Flexible lighting at point of sale - the innovative lighting system with the Kling Power-Battery.

→ 2

### DECEPTIVELY REAL LOOKING

Brilliant digital printing allows both a wood and concrete look.

→ 3



### NEW: LASER ENGRAVING

This new laser engraving machine is now capable of producing metal labels.

→ 5

### NOTHING IS IMPOSSIBLE

Photo realistic imagery before the product launch.

→ 7



Showcase example from the standard collection

## INCREASE SALES WITH KLING SHOWCASES

Juwelier Kraemer did it - so can you!



**KLING** One of our most successful projects was the development and manufacture of showcases for Juwelier Kraemer.

The clear, consistent aesthetics are recognisable in more than thirty Kraemer premises; bright colours and high quality materials underline the dazzling impression made by exquisite jewellery and watch collections. The inviting openness of the salerooms has now been accentuated using Kling rotary showcases. Located outside, they act as „stoppers“ and encourage potential customers to actively engage with the goods on show. From de-

velopment to turn key delivery this was a thoroughly successful project, crowned by the enthusiasm of a satisfied customer.

„We have always bought product displays and packaging from Kling. With the showcase project, Kling has shown its full range of performance and capabilities. We are thrilled that everything worked out so perfectly and are more than satisfied“.

said Claus Peter Nick, Managing Director at Juwelier Kraemer.



Rotary showcases at Juwelier Kraemer in Milanoe Stuttgart

These international customers also rely on showcases from Kling:



## ONLINE SHOP FOR THE REBRA COLLECTION

Easy to carry, easy to present, easy to shop

**KLING** For an enhanced customer service experience, Kling has set up a pleasurable experience and enable rapid access to information no matter

**KLING** REBRA EXTRALIGHT SYSTEM



new online shop based around what is probably the lightest portable tray system in the world - the Rebra Extralight system, which weighs approximately 50% less than conventional presentation trays. This advantage is achieved through the use of superior materials and a special manufacturing process. A case filled with REBRA EXTRALIGHT trays is therefore significantly easier to carry and transport.

This weight advantage is appreciated by customers from around the world, which is why we have created the shop in three languages. This enables enquiries to be processed in German, English and French. Various filter options make browsing a

the required item.

The new Rebra online shop offers a wide range of first-class products. From presentation trays for necklaces and bracelets, rings, watches and bangles to universal jewellery presentation trays, pads and presentation cards and naturally cases, everything one needs to make a successful sales presentation. Particularly popular are the presentation cases including the appropriate inserts that are offered as complete presentation sets.

Have a look and see just how easy it is by visiting

[www.rebra.com](http://www.rebra.com)

## NEW: BATTERY OPERATED LIGHTING

Innovative and proven lighting systems for showcases

**KLING** The lighting design and the technical implementation in our showcases enables the creation of perfect jewellery displays.

This requires a great deal of experience and understanding in the use and the effect of light. To make this task easier we offer our customers a wide variety of lighting systems to choose from: whether halogen integrated or free-standing, an LED panel, LED tubes, LED recessed luminaries or LED spotlights.

New in our portfolio is a battery-operated power supply. This innovative system allows the lighting of your display using either a 12 V battery or a 220 V power supply. The battery lasts for approximately 14 hours and can be fully charged in around 6 hours. This new system is the perfect solution for exhibition spaces that do not have a 220 V power supply or for exhibition space in which power cables are optically or logistically inconvenient - such as at trade shows, in the showroom or in the display window.

Please contact us - we will advise you!  
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E-Mail: [service@kling.de](mailto:service@kling.de)



Easily switch between power and battery pack

## DECEPTIVELY REAL LOOK WITH BRILLIANT DIGITAL PRINTING

Material aesthetics perfectly presented

**KLING** At the point of sale, it is important to capture a potential customer's attention and leave a lasting first impression. This can be achieved very well with an appearance that fits aesthetically to the surroundings and that sets the products perfectly in the scene. Whether wood, concrete, fabric or wallpaper - the use of digital printing enables the most diverse surfaces to be presented.

simply and inexpensively. An attractive appearance is attained whilst avoiding the comparatively expensive option of real wood. The digital printing process gives displays a visual quality with the desired effect. The countless possibilities offer a multitude of options to design the presentation system uniquely, quickly and economically.

The multitude of natural wood designs in particular can be achieved

For more information please visit: [www.kling.de/en](http://www.kling.de/en)



Eyewear display with integrated configurator

[www.seiko-eyewear.de](http://www.seiko-eyewear.de)  
[www.kling.de/en](http://www.kling.de/en) References Displays



Digital printing in wood design

## INNOVATION FOR PRODUCTION AND STORAGE

The new stacking tray system with individual inserts

**KLING** The flow of goods and their storage in the production process poses fundamental issues. This is particularly true when it concerns quality and the internal transport through the product manufacturing process. In this area Kling always has the correct solution at hand, for example to protect the delicate surfaces of jewellery and watches during manufacture. For decades stackable plastic trays and matching inserts have provided a proven solution for these requirements. Kling has now extended its range; plastic trays with even greater stability for a significantly extended variety of applications are intended to offer the market new possibilities to deal with increased requirements. In addition to thermoformed inserts with flocked surfaces, we now offer individually cut foam inserts or even thermoformed foam inserts. The customer thus has the

opportunity to individually design the inserts and customise them to the particular application.

The new trays offer substantial advantages in handling due to their compact, robust and durable design.

We will be happy to advise you.  
Tel.: +49 (0)7231 4888-0



The new industrial trays from Kling

## PERFECT VISIBILITY AT THE SILMO D'OR

Kling present a winner

**KLING** Winners prevail! This includes the SEIKO Xchanger - innovative, modular sports eyewear concept that is matched to the physiognomy of the wearer and which was awarded first place in the Sports Equipment category of the latest Paris Optics Trade Fair Mondial de l'Optique. The global lens and frame manufacturer SEIKO Optical Europe GmbH cooperated with the display and packaging expert Kling for the presentation of SEIKO Xchanger.

mediately, a total of 800 Kling presentation displays are being used to exhibit the SEIKO Xchanger throughout Europe. The display initially captures attention through the branding in the header. The purist design also enables extensive staging of the sports eyewear and sets them perfectly at the focus of the display.

Another highlight is the online configurator. The sports eyewear can be individually created by the optician together with the customer using an iPad. This tool provides the consumer with an almost infinite choice of combinations comprising of 5 different sizes, different strap lengths, fits and also the presentation of the individual frame components in different colour combinations. The display is made entirely of acrylic glass. The advantages offered by the plastics are obvious. It is cost effective, robust and

at the same time offers a high quality appearance and feel.

The excellent cooperation from both sides made the project very successful and professional and has resulted in new projects currently being planned.



SEIKO XCHANGER configurator

## IN KEEPING WITH THE TIMES - SUCCESS IN GLASHÜTTE

New displays for NOMOS

**KLING** NOMOS Glashütte is a major watch manufacturer based in Saxony that was founded in 1990. With approximately two hundred and fifty employees, the company is considered the „guiding star of a chronometric offensive“ according to „Der Spiegel“.

ted colour scheme, but also place a clear focus on recognisability at the point of sale. This is achieved by the continuous presentation of new watch models on the rear panels of the displays - as also seen in print advertising, in newspapers and magazines.

face. The result is an attractive, modern and innovative design. Various different sizes and numerous combinations of decorative elements such as watch cushions, rubberised metal watch clips and lacquered MDF bases also allow for great flexibility in the presentation of goods.

The intention is to build upon and expand this claim with new watch models and an eye-catching image; also in sales partners' shop windows. It was therefore decided to embark upon a complete relaunch of the brand identity and the watch displays.

Kling produced six different displays of various sizes and types of rear panel for this project. Here, the distinct feature lies in the special lenticular films which clad the front of the rear panel. This attention-enhancing effect causes the colour of the watch dial to alter depending on the viewing angle. The rear panel is branded with the NOMOS lettering with a brushed sur-

The new displays are characterised by simple elegance and an understa-



Attractive display using lenticular foils, for visual appeal

[www.nomos-glashuette.com](http://www.nomos-glashuette.com)  
[www.kling.de/en](http://www.kling.de/en) References Displays

## NEW BRANDING FOR CAPOLAVORO

Complete point of sale appearance from one source

**KLING** Capolavoro, the family company based in Puchheim, near Munich, creates true jewellery masterpieces of the highest elegance and personal style. The jewellery expresses the successful combination of quality, fine aesthetics and the Italian way of life. The jewellery manufacturer was founded in 1991 and now has workshops in Munich, Idar-Oberstein, Valenza and Antwerp.

The Capolavoro project included the production of three brand displays for the point of sale and other decorative elements, bags and merchandising systems. The creative core is formed by the small, medium and large brand display for which decorative sets were created and which can be freely combined with each other. The sets consist of busts and ring bases in various sizes, various

sizes of stands for earrings and ear studs, ring pads and cushions.

In addition to the decorative elements described, the displays for the Capolavoro logo in various sizes were fashioned as a modern, premium brand presenters, with boxes for pendants, rings or ear studs and various presentation cases for diamond jewellery and other jewellery masterpieces.

All of the expertise available at Kling



was used in this project. Not only for the display but also for the overall Capolavoro brand presence at the point of sale. One distinct feature is the possibility for all of the decorative elements to be combined with each other providing a multitude of presentation options. This can be used to place different emphases and priorities depending on the particular sales activities.

[www.kling.de/en](http://www.kling.de/en) [References](#)  
[Displays](#)



Logo display

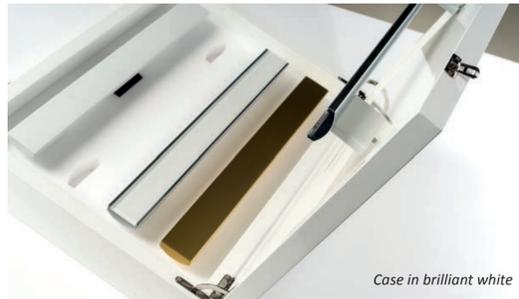
Diverse and versatile - brand display with variable decoration elements

## HIGH-GLOSS LACQUER FINISHED PRESENTATION BOXES FOR MIELE

New cases for product demonstrations

**KLING** Miele needs little introduction because the world-renowned manufacturer of almost legendary household appliances such as washing machines, vacuum cleaners, refrigerators and ovens is represented as a global player in nearly one hundred countries and, as with Kling, a follower of innovation coupled with impressive design.

For the individual design of specific ovens, Miele offers its customers different, quality handles to enable their customers to add personal accents to their kitchen. To support this initiative, Kling has produced three elegant wooden cases. These cases are painted in high gloss and digitally printed inside and out with the Miele logo. The three colour options express



Case in brilliant white



Simulation of the handle on a refrigerator

the special features of the product presentation; brilliant white, obsidian black and chocolate brown.

sible as the Plexiglas panel colour is the same colour as the oven.

The foam inserts inside the case are cut with a hydro jet and hold the handles securely, thereby protecting them against damage during transport. Two other special features were also added; two pins are mounted on the cover that enable the customer to mount a handle on the upper pane of Plexiglas to simulate the appearance of the handle on the oven. This is pos-

This stylish approach to presenting the signature series from Miele has been produced in a series of 500 pieces and each case is wrapped in a velvet cloth to prevent scratching. Kling has all the necessary expertise and innovative strengths to produce the perfect result, even with medium-sized production series.

[www.miele.de](http://www.miele.de)  
[www.kling.de/en](http://www.kling.de/en) [References](#)



Case in obsidian black

## THE FINISHED PRODUCT AT HIGH SPEED

Product presentation and patterns using corrugated cardboard

**KLING** Rapid prototyping and small series have always posed a problem to running production. But the digital age offers new solutions that accommodate both customers and manufacturers.

kind of magic wand for such solutions. Using various different tools, the plotter accurately cuts paper, paper board or material and provides these with corrugations or perforations as desired - directly from the CAD file and in series production.

Their low weight and foldability make such displays easy to transport. Cardboard is also an environmentally friendly material made from renewable resources, providing a further benefit through easy disposal.

The cutting plotter offers both efficiency and practical benefits because products can be staged and the customer encouraged to buy without needing any abracadabra magic.

[Please contact us - we will advise you!](#)  
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**E-Mail: [service@kling.de](mailto:service@kling.de)**



Our cutting plotter in action

Cardboard presentation displays are ideal for a short display times at point of sale, and are particularly useful for short product cycles or promotions. It is now possible to cost-effectively produce small quantities or even unique, one off items. Spontaneously conceived marketing campaigns can be quickly implemented and provide many opportunities for each sector to enhance the perception of their products.



Packaging for Knorr Bremse

## WE CAN ALSO PRODUCE BOARD - PROJECT WITH SYNGENTA

Counter and floor displays for Africa

**KLING SWISS** Syngenta is a leading agri-market. The cost factor was a key



The new counter and floor displays for the African market

cultural company with its headquarters in Basel that has produced fertiliser for over 200 years. Syngenta is a global player and is active worldwide.

Syngenta needed new product presentations in the form of counter and floor displays and simple wall solutions for merchandise presentation and sale of fertilisers in the African

consideration in this project, which spoke for the use of corrugated board as an ideal starting material. The combination of digital printing and cutting plotter enabled fast and cost-effective production, without extra costs for tools or artwork. The use of corrugated board also had the great advantage that the freight cost for the displays was very economical, firstly

due to the relatively low weight of the corrugated board, as well as due to better stacking and packability.

The product was rolled out from October to December 2015 and the Syngenta displays can now be found in the African countries of Algeria, Cameroon, Ethiopia, Ghana, Ivory Coast, Kenya and Senegal.

For Kling Swiss, this project was particularly challenging because it was the first project of this size with displays made of corrugated board and also one of the few projects delivered to Africa.

In the end the result is plain to see and both parties are delighted with the result of the cooperation.

*„The displays have been received very positively and set up successfully in all places. Thank you for the nice collaboration“*

Ronan de HERCE, Head of Marketing Services Africa & Middle East, Syngenta Crop Protection AG.

[www.syngenta.com](http://www.syngenta.com)  
[www.kling-swiss.ch/en](http://www.kling-swiss.ch/en)  
[References](#) [Displays](#)

## NEW AT BOSSERT: INDIVIDUAL ADHESIVE LABELS IN FOUR-COLOUR PRINTING

Also available in low production runs



**BOSSERT** Bossert have been a key name in quality, reliability and innovation and solutions according to customer needs for 125 years. In this context, sustainable progress means harnessing the most modern technologies and using them to produce new products. Following this strategy a new printing machine, in this case a digital QuickLabel printer, enables the production of personalised labels in low runs, but with the usual high quality and competitive pricing.

sign by the four-colour digital printing process and the rectangular, square, round or oval design options. The adhesive labels are available in rolls and are produced with the usual high quality carrier materials. The combination of different materials and techniques also allows the production of water-repellent or water-resistant adhesive labels, such as those necessary for containers of shampoos and other cosmetics.

The new digital printer offers the ultimate in designer freedom and also the production of relatively inexpensive small production runs.

[www.bossert-labels.com](http://www.bossert-labels.com)  
[Products](#) [Adhesive Labels](#)

The endless possibilities for the design of the labels enable customised shapes and graphics. Virtually no limits are imposed on the desired de-



The new laser engraving machine enables exciting new branding opportunities

## LASER ENGRAVING

From now on, an in-house production of metal tags and other customisation possibilities

**BOSSERT** Now the manufacture of metal labels and new customisation options are available in-house.

logos and other designs that draw attention to the product and the brand on display. The laser can also be used to personalise and individualise products.

BOSSERT metal labels are a high-quality means of marking, they are robust and their qualitative value makes for a positive visual and tactile impression. The necessary technology to meet the high demands of our customers and to be able to produce the desired labels quickly is now available at Bossert. The ultramodern laser marking system is the latest addition to the Bossert machinery inventory.

The new machine enables Bossert to produce products in metal or with metallic surfaces in-house. This naturally includes adding lettering and

[Please contact us for further information.](#)  
**Tel.: +49 (07231) 44 31 67 - 50**  
**Fax: +49 (07231) 44 31 67 - 72**  
**E-Mail: [armin.schinzl@bossert-etiketten.de](mailto:armin.schinzl@bossert-etiketten.de)**

### NEW SALES MANAGER FOR KLING SWISS

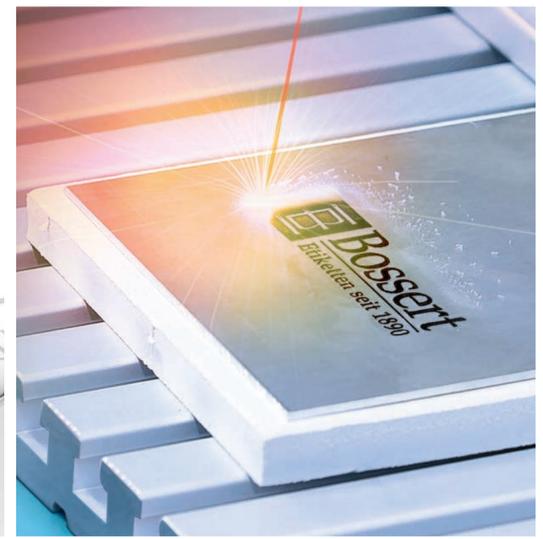
*Tobias Küffer has joined the team*

**KLING SWISS** Originally, Mr. Küffer came from the watch making industry and this may be why he realised that the time was right to change to Kling Swiss. After his last positions at the Swiss companies La Montre Hermes and Lois Erard, where he was responsible for the European and Asian markets, he now applies his experience and competencies in the service of Kling Swiss and their customers. As the new Sales Manager Mr. Küffer has taken on the scope of duties and customer base of his predecessor Ani Silva.

We wish Mr. Küffer every success within the Swiss market.

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[www.kling-swiss.ch](http://www.kling-swiss.ch)

**Tobias Küffer**  
Sales Manager



Examples of the use of laser engraving

## ONLY THE BEST FOR ZDF

Labels in a seal design for ZDF german TV channel

**BOSSERT** „Mit dem Zweiten sieht man besser“ („viewing is better with the second“) is the motto of the second German television company, and the second only received the best as far



Injection-moulded tags designed as a seal

as this exciting project is concerned. Bossert gained ZDF as a new client and were able to impress them across the range with injection-moulded tags in the design of a seal. The tags were to appear like a classic red wax seal and were applied to the press material for the huge ZDF two-parter „A Dangerous Fortune“. For this purpose, the injection-moulded tags were equipped with an adhesive 3M-film on the back. The red seal tag with the logo in relief fits perfectly to the story, which tells of the history of a London banking house in the 19th century and is based on the world bestseller of the same name by Ken Follett.

It gives a high-quality effect, arouses the curiosity and radiates something mysterious. The tag is the ideal fit for the atmosphere of the narrative of high finance in a bygone era and in its seal shape, focussed the mood of the film.

3000 were produced for this project, as Bossert can also manufacture small and medium-sized quantities in order to meet customer requirements.

@ [www.bossert-labels.com](http://www.bossert-labels.com)  
Products → Injection-moulded tags



Document folder for „A Dangerous Fortune“

## COMBINED COMPETENCE IN A BOX

Bossert visits Inhorgenta

**BOSSERT** Bossert was not represented at this year's „Inhorgenta“ trade fair in Munich with its own stand, instead the sales team all had several appointments during the course of the fair and took a very special give-away with them in their luggage.

Potential new customers and partners were given an exclusive trade fair incentive, which gives an insight into the diversity and possibilities of the Bossert product portfolio.

A label box was designed for the occasion made from cardboard with foam inserts. Both the outer and inner sides



were printed using digital printing processes. The box was equipped with descriptive label designs, such as plastic labels, injection-moulded tags, RFID tags, string labels or adhesive labels.

@ [www.bossert-labels.com](http://www.bossert-labels.com)



Countless materials and production techniques brought together in one box.

## CHEERS WITH BOSSERT

New branding labels for Oscar Sterling

**BOSSERT** Bossert has produced 1.000 injection-moulded labels for the prestigious Gin manufacturer, Oscar Sterling in Düsseldorf. The extremely high quality label accentuates the branding and strengthens the presence of sophisticated spirit at the point of sale.

The high quality labelling thus provides for more turnover and more sales, as it conveys a message of credibility, that the contents of the Gin bottle must be something special.

The 70x45mm hard plastic label with the double adhesive tape on the back accomplished the task in this project,

it transports all the important information while at the same time arousing emotions and enticing one to buy.

@ [www.oscar-sterling.com](http://www.oscar-sterling.com)

Injection-moulded labels are particularly in demand in the area of precious spirits, as their effect on interested customers is already experienced, before the drink itself has even been tasted. The gin bottles from Oscar Sterling have the same effect with their elegant and sophisticated appearance.

The logo shows the symbol of the brand; a lion with wings that is also known in the art world as the Lion of Saint Mark, and the writing - Oscar Sterling Gin - which simply states everything one needs to know. The elegant combination of red and silver highlights the focus on the essential and gives the viewer the urge to touch and hold the bottle. Holding the bottle fulfils the haptic desire before one even thinks of the pleasurable taste awaiting inside.



High quality injection-moulded tags to support and strengthen branding

## 10 YEARS OF GOOD SERVICE IN ASIA

Global Tender Ltd. speak German

**GLOBAL TENDER** The trade organisation Global Tender is the extended arm of the Kling Group in China. The company was founded 10 years ago and is focused on mass produced displays, packaging, decorations, paper bags, cases, trays and showcases. Excellently networked for many years with cooperative and reliable production companies in China, Global Tender offers the successful alternative professional services for goods procurement in Asia.

The longtime employee, Grace Yang, is responsible for the first class, reliable service from Global Tender. She grew up in China, studied in Switzerland and has lived and worked in Germany. She is experienced in both markets - China and Europe - and is an ideal connection to both worlds. Mrs Yang's open, straightforward personality is much appreciated and with her professional and linguistic skills, is the ideal project manager.

The location in China provides for a low-cost production of mass-produced articles, which are essential for the global trade market. Due to its own trade organisation, many possibilities are open to the Kling Group that benefit both national and international customers. Inquiries to Global Tender are handled locally in China by Mrs. Yang - regardless if they are in German, English or Chinese.

@ [ru.yang@global-tender.com](mailto:ru.yang@global-tender.com)  
[www.global-tender.com](http://www.global-tender.com)



Grace Yang  
Global Tender Sales

## THE SINGLE SOURCE SOLUTION

New display family for Phonak

**TABLO** Phonak is member of the Sonova group with headquarters in Stäfa, Switzerland. The Swiss company has developed, produced and distributed technologically leading hearing and radio systems for more than 60 years.

Four new presentation displays were to be developed for Phonak to enable an even more successful appearance at point of sale. The requirements for Tablo regarding the layout were clear: the company font should be used in just the same way as the soundscape image motif. The integration of the Phonak logo and the typical green band were equally important, so that the corporate identity of the company remained clearly visible on all presentation media. The economic aspect

should also be considered in the layout and the design of the displays.

Finally, the three small displays, as well as the LED-based light display were conceived and visualised in the shortest time by Tablo and the sample then produced by Kling. The various small displays can be applied universally. In addition to the pure presentation of the hearing aids, special features can be communicated and specific models can be highlighted or the customer can be offered information material.

The display family was produced by Kling to highest quality and 100% made in Germany. The displays have enjoyed great success since their introduction into the stores.



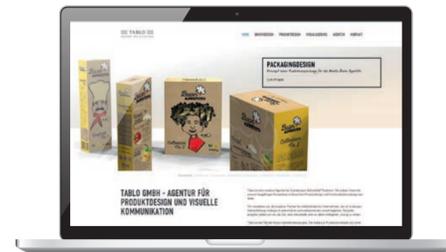
The Phonak display family

@ [www.phonak.com](http://www.phonak.com)  
[www.tablo.de](http://www.tablo.de) → Produktdesign



## REFRESHINGLY NEW - RELAUNCH OF TABLO.DE

Online from June 2016



**TABLO** Tablo, the design agency, has carried out a complete redesign of its own website in order to offer the customer more service at a glance. Particularly, the user friendliness was increased through easier navigation, a clear communication of the contents and a modern layout. Of course, the new homepage has been developed

as responsive design, which allows for optimal viewing on PCs as well as on mobile devices. As an agency with a wide performance range, Tablo processes not only internal projects for the Kling Group, but also external customer projects. The new homepage clearly shows all expertise from graphic de-

sign to product design to visualisation. Many successfully implemented projects are presented, so that anyone interested can get a clear picture of the Tablo team's actual work: Logo design, corporate design, displays, packaging, space solutions, prototyping, photography and rendering are just a few keywords.

You can soon see the visually appealing appearance, the rich information and the large, modern design of the new website on [www.tablo.de](http://www.tablo.de).

@ [www.tablo.de](http://www.tablo.de)

## THE PERFECT ALL-ROUND VIEW

360 degree photography



**TABLO** 360° photography is becoming more popular and more and more customers wish to integrate this modern type of presentation on their websites.

Tablo would like to fulfil this requirement, as the team is in a position to take appropriate pictures directly on site. This service is used for internal purpo-

ses as well as for external customers. To achieve a perfect result, the implementation requires certain hardware and software, aesthetic expertise and a lot of experience. In this type of photo shoot, the object is set on a turntable, which is powered by an electric motor. Then the item being photographed is checked for its special characteristics then positioned and staged. As soon as the light and camera settings are made accordingly, 36 or 72 images are shot one at a time to present a complete 360° rotation.

Using professional software, the images are then mounted on each other and saved as a gif file. This allows the images to be integrated easily and without any problems into a website.

## NOTHING IS IMPOSSIBLE

Photo realistic imagery before the product launch

**TABLO** Often a product is still in the prototype stage when the first images are required by the marketing department or product development. Nowadays using 3D visualisation, it is relatively easy and requires little effort to create photorealistic images at any time.

Tablo-design have worked with the various possibilities of product visualisation for many years. Tablo's product designers have great expertise in the field, which benefits external customers as well as members of the Kling Group.

In principle the process of creating a 3D visualization is simple: Firstly, a 3D model is created using a software, the light is then introduced accordingly. Then, the different materials and 2D illustrations are

allocated to the model. Finally, the rendering is processed in an image-editing program and prepared according to its later use.

The cost of prototyping can be saved in many cases through the visualisation of the product. On the other hand, photorealistic representations can lead to higher sales of products and also in many cases simplify the sales pitch.



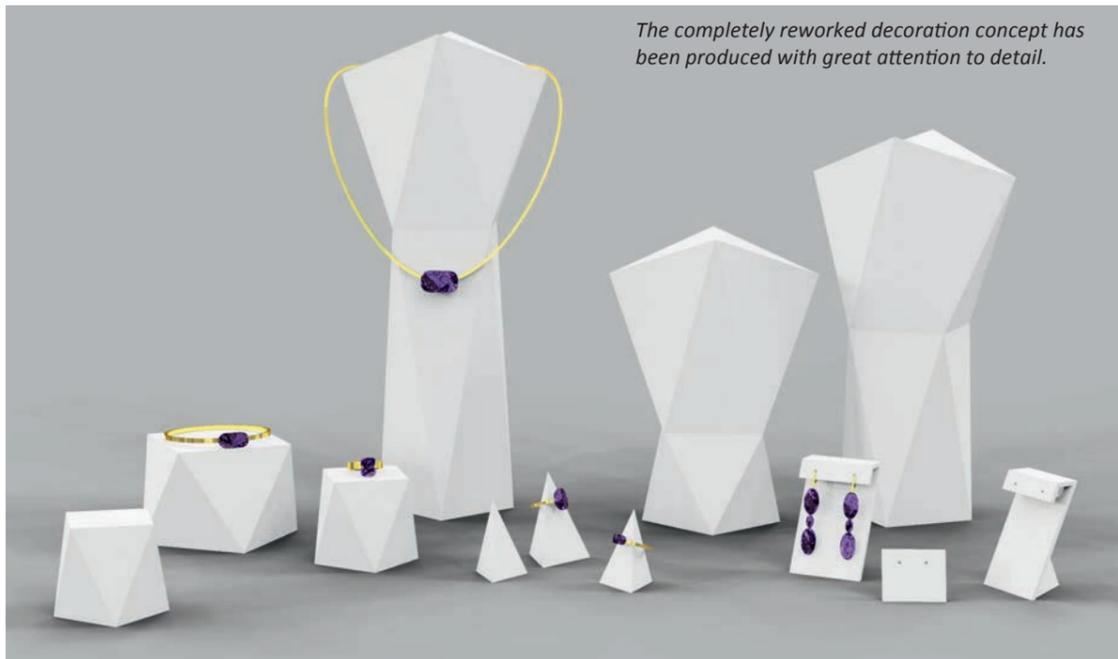
The rendering is edited in Photoshop and used in the layout of an advertisement

@ You can find more references at:  
[www.tablo.de](http://www.tablo.de)



3D modelling Positioning light Material assignment Application of 2D illustrations

@ You can find more references at:  
[www.tablo.de](http://www.tablo.de)



## SEDUCTIVE FACETS

The new decorative series „Vision“

**MON DECOR** The new decorative series „Vision“ is now available at Mon Decor. The complete series was designed by Tablo and captivates with its modern and unusual design. Its unique shape follows a geometric style, rudimentary and somewhat reminiscent of cubist sculpture, which is always based on symmetry and which provides an interesting interplay of light and shadow.

The products are manufactured in a special casting process. Subsequent painting in white or black with a matt finish is an ideal base for strong and

expressive decoration in shop windows and showcases.

As well as columns for chains and necklaces in three different heights there are other decorative elements for rings, earrings, bracelets or bangles.

Please contact us - we will advise you!  
Tel.: +49 (0)7231 4888-0  
Fax: +49 (0)7231 4888-88  
E-Mail: [service@kling.de](mailto:service@kling.de)

## RELAUNCH OF THE COMPANY GROUP WEBSITE

Focus on user friendliness

**KLING** It is immediately apparent that the Kling Group website (under [www.kling-group.eu](http://www.kling-group.eu)) has been made easier to use. All of the companies in the Kling Group are presented on the website and a brief overview of all of their advantages and strengths is given.

Each company is represented on its own page and is linked to the main pages. Here the most important facts are shown, such as general information on the company, its products and services, an excerpt of the references and of course, contact details. An insight is also given into the production process and machinery.

Our focus on improving the website naturally also targeted the technical aspects. As a result the contents are now shown in full width and the responsive design ensures an excellent display on mobile devices such as smartphones and tablets.



@ [www.kling-group.eu](http://www.kling-group.eu)

### KLING GROUP

## THE RIGHT CARDBOARD STAND FOR EVERY OCCASION

The distinctive decoration for showcases and business premises

**MON DECOR** It is also possible to have a custom stand manufactured at Mon Decor in addition to a wide range of standard cardboard display stands (found on [www.mondecor-shop.de](http://www.mondecor-shop.de)). Many customers use cardboard stands as customer stoppers or as inexpensive decoration for business premises and display windows.

The advantages of cardboard display stands are obvious - they are inexpensive, decorative, quick to assemble and disassemble and provide endless design possibilities. The superb digital printing technology enables these stands to be created in highly effective eye-catching designs for any point of sale.

Processing individual customer requirements at Mon Decor requires only



an accurate enquiry specification to enable the calculation of price and delivery time. After the submission of the final print data by the customer, it is only a matter of days until the production and delivery of the goods.

Please contact us - we will advise you!  
**FREE HOTLINE:**  
0800 48 88 088

@ Download catalogue at:  
[www.mondecor-shop.de](http://www.mondecor-shop.de)

## COMING SOON

### BASIC COLLECTION & SHOP IN SHOP CATALOGUE



Our Basic Collection catalogue includes all standard articles, which contribute to a successful jewellery presentation. The new Shop in Shop & Showcase catalogue contains the standard ranges, as well as successful customised projects for customers.

@ Please request a PDF-file or a reprint via [marketing@kling.de](mailto:marketing@kling.de).

### FAISST CUSTOMER JOURNAL



In a few weeks, the Faisst customer journal will appear for the first time. Look forward to exciting projects, the complete schedule of the European Championships as well as other informative reading material.

@ Please request a reprint via [marketing@faisst-koffer.de](mailto:marketing@faisst-koffer.de).

### KLING ONLINE-SHOP



By the end of this year, the new Kling-Shop will be online. The Shop shows a digital version of the Basic Collection print catalogue. Like on [rebra.com](http://rebra.com), one can easily place online orders. In addition to a modern design, you can expect a user-friendly menu structure. Watch this space!

@ Soon on [www.kling-shop.de](http://www.kling-shop.de)

### NEW BOSSERT CATALOGUE



The catalogue includes an extensive range of standard labels like adhesive labels, hangtags and injection-moulded tags, together with numerous other options of professional labelling.

@ Please request a reprint via [marketing@bossert-etiketten.de](mailto:marketing@bossert-etiketten.de)

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