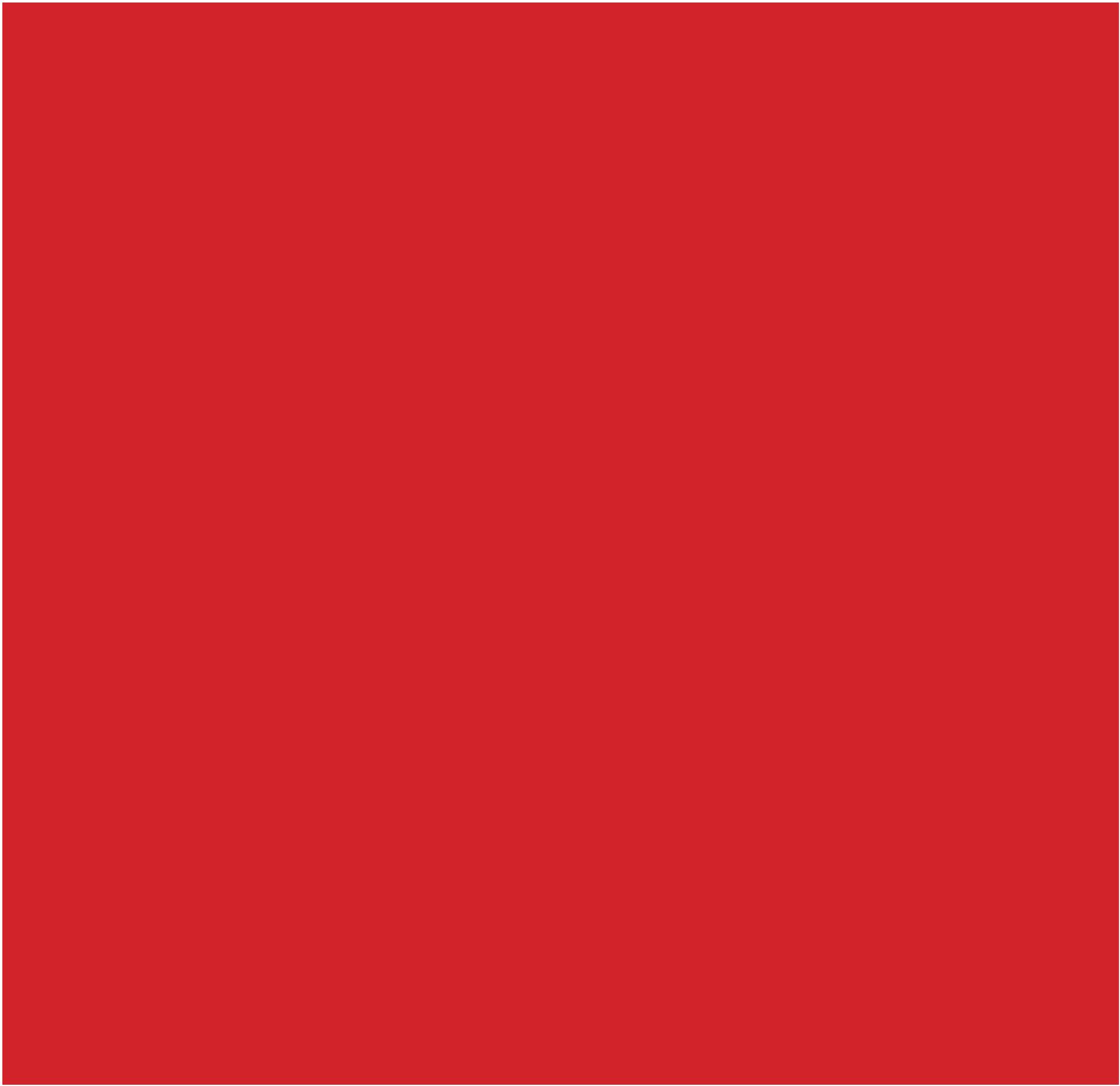




**HG**

Brand Retail Solutions



From thought to delivery  
the road is very slippery  
start with printing on vinyl, flex or avery  
**we are the company necessary**  
Indoor and outdoor  
walls, ceiling and floor  
you will love to enter your door  
woodwork or art  
signage at the mart  
indoor props and window  
are places where ideas flow  
Up and Down, Left and Right  
Lenticulars are a fun sight  
LEDs, acrylic and moulds  
see how amazing concepts unfold

# ABOUT HG GRAPHICS PVT. LTD.

We have been providing solutions since 1996. Being a 3M authorized convertor and an ISO certified company, we pride ourselves for on time delivery and highest quality deliverables. We are open to all assignments and challenges of quality, time and budget.

Our work portfolio is the highlight of this brochure and for you to take on design ideas and concepts. We offer Retail management solutions to show case your brand and products. We are equipped with all necessary infrastructure to take up complete turnkey jobs including installations across the globe.



# CONTENT AND COMPETENCES



## Retail Visual Communication

In-Store presentation of your products and services to your potential customers that make them eager to buy.



## Brand Communication

Brand communication occurs every time an audience interacts with your brand. Build your brand with the right communication strategy.



## Print. Manufacturing. Logistics.

High performance team for prototyping, one-off and large scale productions. High quality print and reliable logistics support for you.



## Retail Visual Marketing

▶ VM Shop Window	Page 8
▶ POS Advertising and Retail Display	Page 32
▶ In Store Communication	Page 40

## Brand Communication

▶ Signs and LED Signage	Page 48
▶ Events and Exhibitions	Page 58
▶ Mall Activations	Page 64

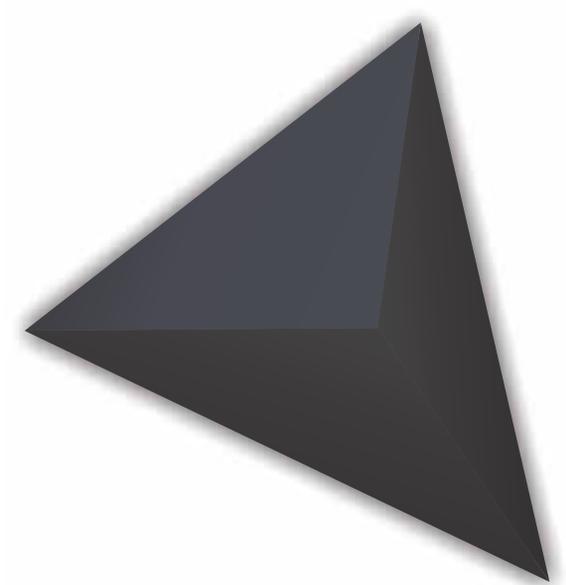
## Print. Manufacturing. Logistics

▶ Rapid Prototyping	Page 70
▶ Printing- Eco Friendly and Large Format	Page 76
▶ Planning. Packaging. Installation.	Page 86

# RETAIL VISUAL MARKETING

VM Shop Window

POS Advertising  
and Retail Display



In-Store  
Communication



# VM SHOP WINDOW

Your window display needs to talk to potential clients. A customer will be naturally attracted to the space, enticed to come in, convinced to stay and shop and, most importantly, wants to buy!



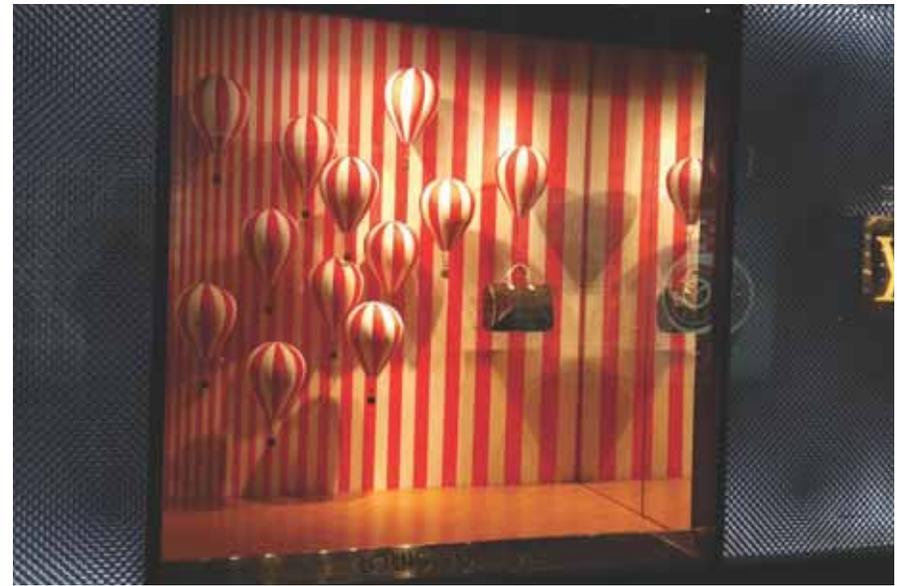


Cost effective and high standard of visibility was achieved by using various economical substrates like PVC plumbing pipes, motor bike tubes, parachute cloth and more...

Tree is made out of fibre glass moulding with detailing of artificial leaves.

Background was created as 3d lenticular with multiple layers to show depth of field.





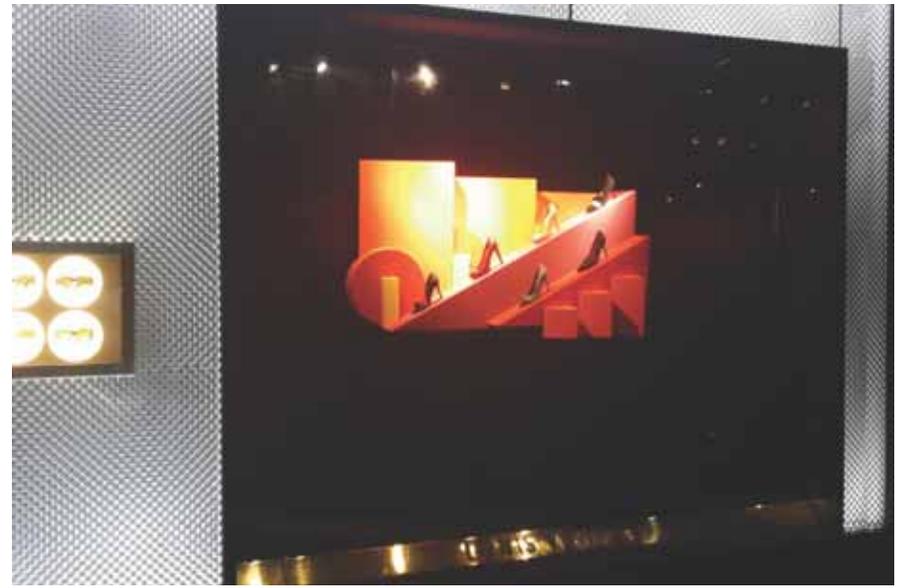
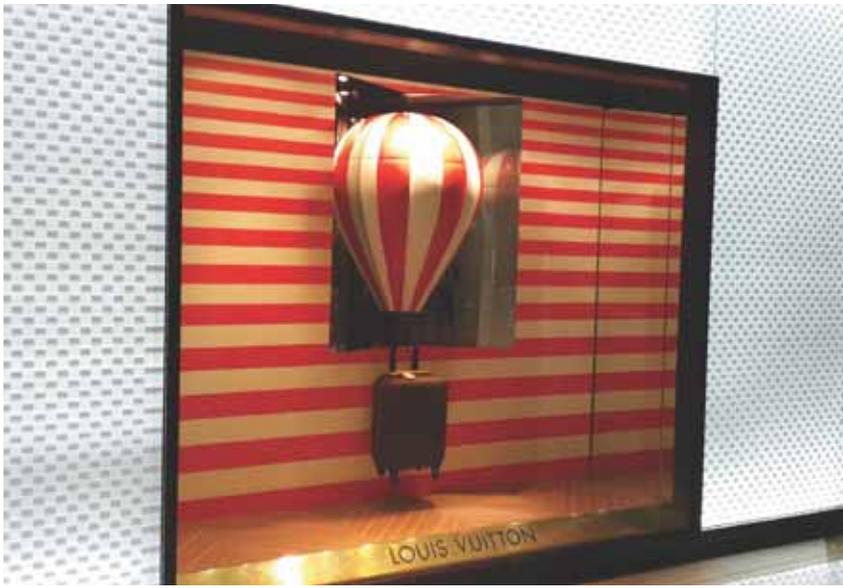
# LOUIS VUITTON

Louis Vuitton is the world's most valuable luxury brand. Its products include leather goods, handbags, trunks, shoes, watches, jewelry and accessories. Most of these are adorned with the LV monogram.





LOUIS VUITTON



# LOUIS VUITTON

We create Retail Display, Instore Branding, Event Branding & execute windows for Pan India stores of LOUIS VUITTON.



*"Meets most of our requirements in executing visual merchandising and store branding such as, printing images fabricating props in-store branding or event signage design installation etc."*

Gita Sagolsem  
Corporate Visual Merchandiser  
Infinite Luxury Brands Pvt. Ltd.



SALVATORE FERRAGAMO'S campaign produced and executed at pan India stores.

Fabric wrap and special texture pain in the backdrop.



3d lenticular backdrop to showcase an optical illusion.





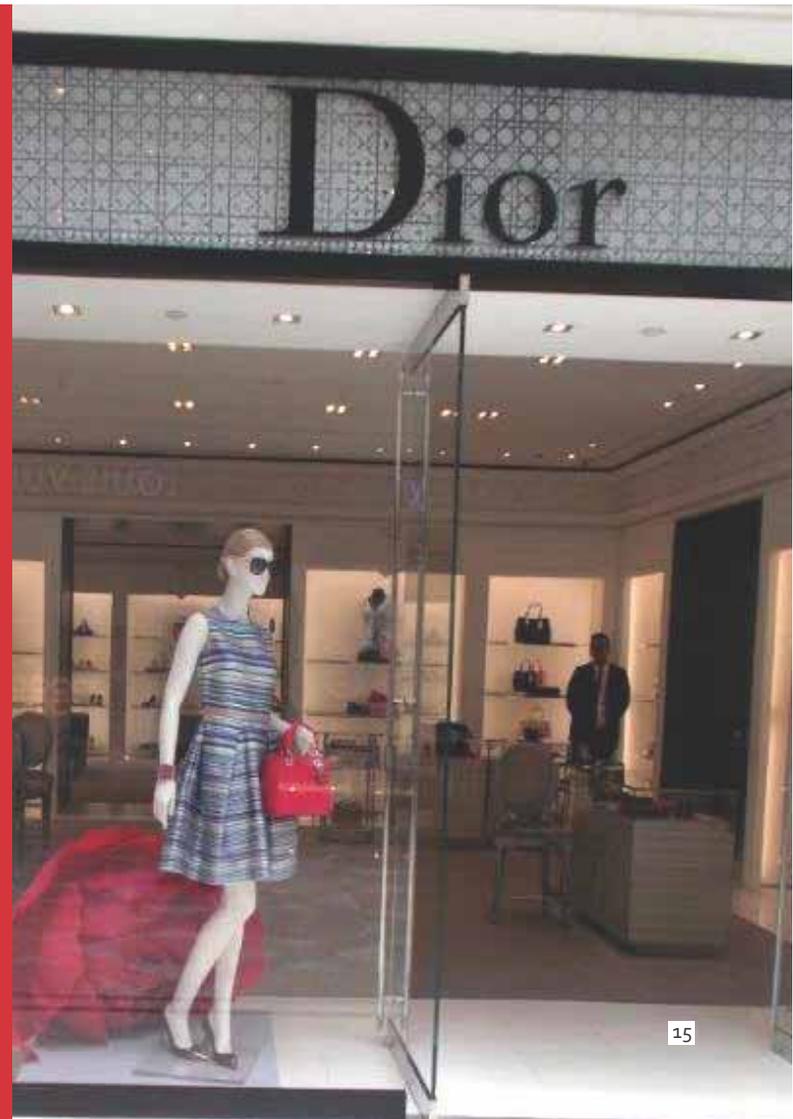
DIOR Christmas campaign pan India execution.

*"The team works in close association with the brand team to meet and achieve business objectives. They have contributed highly to elevate the window standards in Louis Vuitton India."*

Priyanka Sachdeva  
Country Visual Merchandising Manager  
Louis Vuitton India

Peony flower made out of fibreglass moulding.

DIOR Mirror finish dibond bended at a certain angle to complete the image through reflection.



0

3

OCTOBER

FASHION ANARCHY

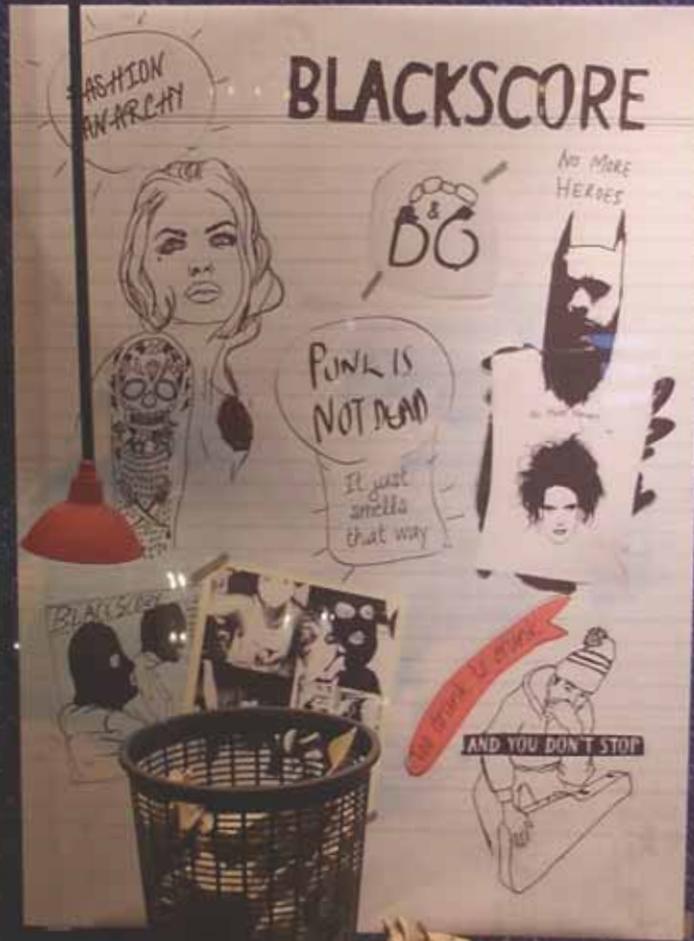
# BLACKSCORE

No More HEROES

PUNK IS NOT DEAD

It just smells that way

AND YOU DON'T STOP





# THE COLLECTIVE

Pan India Visual Merchandising shop window execution





# THE COLLECTIVE





THE COLLECTIVE





# THE COLLECTIVE





## THE COLLECTIVE



all in  
or  
nothing





**adidas®**

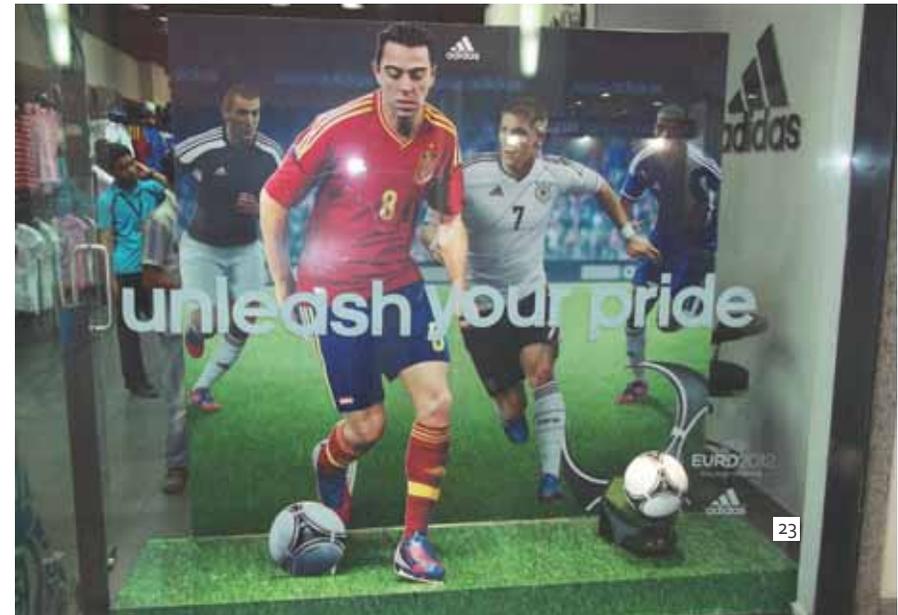
Pan India Execution.

Rotating dynamic window showcasing three concepts in one (Left Image).

"Boost Your Run" campaign executed on multiple concepts (Top Images).

Climachill dots highlighted titanium feature of the T-Shirt (Bottom Left Image).

"Unleash your Brand" campaign highlighted their football for world cup. (Bottom Right Image).





ADIDAS ORIGINAL RITA ORA "Unstoppable" first campaign executed in pan India stores.



ADIDAS ORIGINAL RITA ORA "Unstoppable" second campaign executed in pan India stores.



PAN INDIA EXECUTION





PAN INDIA EXECUTION



go sharp

DECKERS  
go sharp



PAN INDIA EXECUTION



*"The team conveys impeccable standards to ensure client satisfaction and consistency in display quality. They deliver high levels of efficiency and commitment."*

Priyanka Sachdeva  
Country Visual Merchandising Manager  
Louis Vuitton India



S.OLIVER highlighted deer antlers. These antlers are made of fibreglas fixed on sliding backdrop.

GUESS showcased denim shop campaign.



S.OLIVER banana campaign highlighting comic style callouts.





CITIBANK campaign to attract customers attention towards promotional offers.

*"HG graphics has been a long time partner with Liganova, committed to deliver a good quality work, at the right time and at the right price. The process followed within the organization allow them to be efficient and ahead of others at all time. It has been a pleasure to be working with HG graphics till now, and we look forward to take this even further."*

Siddhant Sahu  
Visual Marketing Director  
LIGANOVA

HACKETT perspective view EOSS campaign.

24 feet x 10 feet window to highlight an EOSS campaign.



# POS ADVERTISING AND RETAIL DISPLAY

The goal is to create a short-term effect, which is enticing the purchasing decision, while at the same time creating a long-term effect – raising brand awareness.





We manufactured risers for BLACKBERRYS merchandise. We also created a backlit stainless steel stand with replaceable message. These items were produced for all India stores.

LOGITECH store's complete fixtures and display units manufactured and installed by us across India.

*"Your facilitators are always exceptional and showing a willingness to ensure that all the assignment were always completed on time and had a great time."*

Awaneesh Singh  
Manager Marketing  
Carysil



ACER tab display unit with security system. We shipped first 500 units in just seven days.

SAMSUNG GALAXY GRAND campaign



Edge Light was used to increase brand recognition at pan India dealer network.





SAMSUNG S5 phone showcased camera feature where bright images were taken against the light.

*"Professionally managed, good quality and very punctual. You can trust that your job will be done well and without any stress."*

Chetan  
GIFTS OF LOVE

Water resistant feature display unit.

SONY camera display unit on cradle.



*"We've given them a wide range of work that would not fit into any conventional assignment."*

Kadambini Majhee  
VM Manager BLACKBERRYS



In-Store POS unit to highlight the tagline "endless energy" by depth of field using LEDs behind mirror.

Infinite mirror reflection technique highlighted.



EdgeLight was made to increase brand aware across bars and pubs throughout India.





World cup football on the cash counter. Stock of this football was sold out because of this POS unit.

*"It's terrific to work with this organization that was able to adapt to our needs so readily and effectively."*

Awaneesh Singh  
Manager Marketing  
Carysil

CHIVAS REGAL glorifier showcasing a lit bottle.

Bottle glorifier for Ballentines was made to highlight the label.





## RETAIL DISPLAY FOR BOTTLES





## SPECIAL DESIGN RETAIL DISPLAY



# IN STORE COMMUNICATION

In-Store communications have more impact when they are consistent. They have the ability to grab consumers' attention when leveraging the same branding cues, mnemonics, tagline, colors and tone.





LOUIS VUITTON Premium luxury bags  
podiums with designers first two letter  
names.

D DÉCOR – Mood frames with  
inspirational and reassuring  
statements.

TRADITIONS BY PETER ENGLAND





# endless energy

Maximum  
energy return



Maximum  
energy return

Maximum  
energy return



 **adidas**<sup>®</sup>

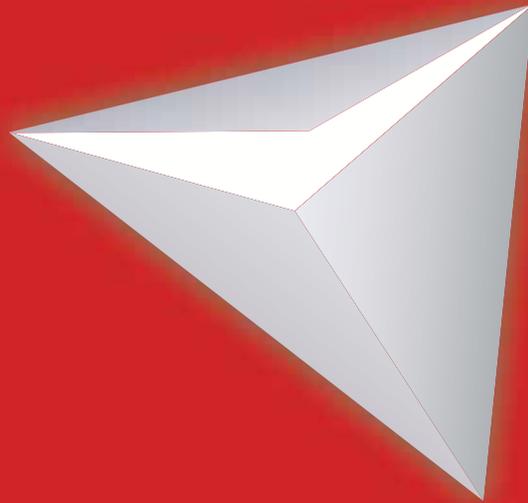
Highlight Zone: Pan India Installation.



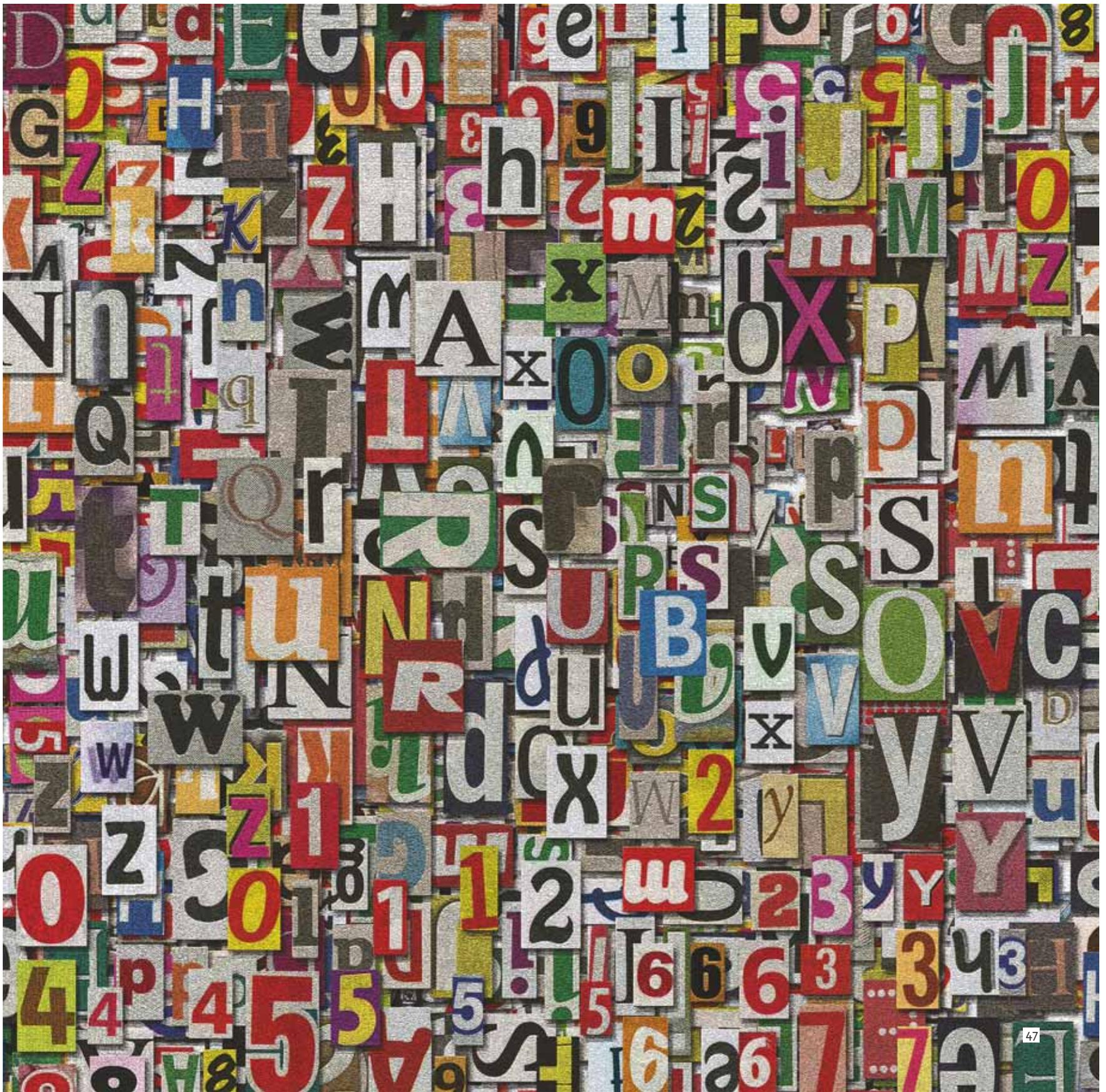
# BRAND COMMUNICATION

Events  
and Exhibitions

Signs and  
LED Signage



Mall Activations



# SIGNS AND LED SIGNAGE

The story you're telling in a pop-up store starts from the outside in, you can never underestimate the importance of signage. This is your number one call to action and make sure that your message is clear.





Powder coated aluminium letters were fixed on grand concrete wall at Jiindal's steel and power plants.

LASER CUT STAINLESS STEEL  
304 FRONT WITH LED AND PLEXI  
letters fixed on wenge finish wood.

**HOME OF THE WHOPPER**





We are the first branding associate of Burger King in India and successfully helped open the first 5 stores in a very quick turn around time. We continue to execute complete indoor and outdoor branding at North India stores. This included thermoformed button logo, 3d wooden wall, corrugated aluminium channel letter signage, optically clear film printing, dye sublimation processed aluminium plates.



"Great partner to work with, highly recommend!  
Look forward to working with them on our upcoming  
projects! "

Devesh Dubey  
Burger King



STAINLESS STEEL mirror finish letters with LEDs  
inside and covered with plexi to prevent dust.

Multi brand subsidiaries ACP totem.



Stainless Steel sides and acrylic front letters with  
LEDs inside.



ACP signage with Acrylic LED letters over printed gradient. Croma Hindi letters are ACP flat cut.

*"The team provides attention to the detailing/ making of product. We have been working with them since past 4 years and satisfied with the overall experience."*

Kadambini Majhee  
VM Manager BLACKBERRYS

Double sided backlit ACP directory 20 foot tall totem.

Complete ACP cladding with LED signage.



"They have the level of sophistication of quality in material fabrication that meets our brand standards."

Gita Sagolsem  
Corporate Visual Merchandiser  
Infinite Luxury Brands Pvt. Ltd.



Solid acrylic LED signage on glass facade. (Night and Day view)

25 feet tall highway totem



Wood finish ACP cladding with LED signage. The letter sides are stainless steel.



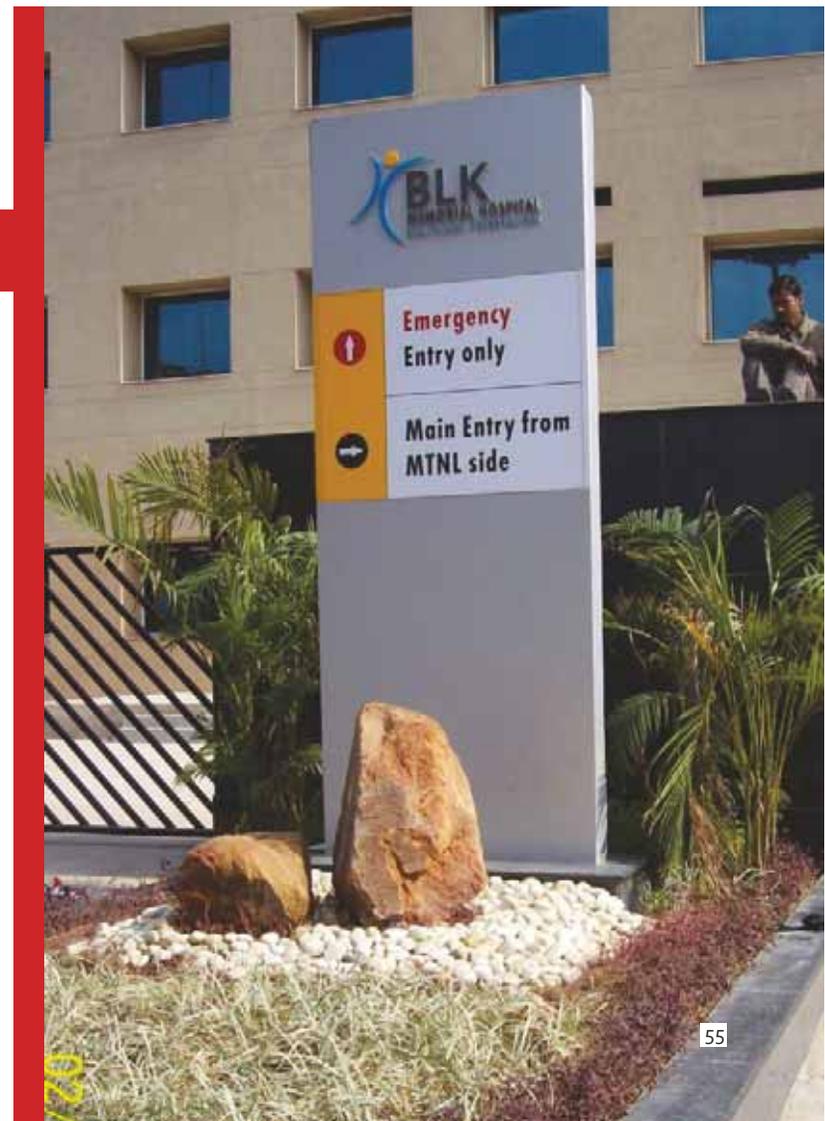
Thermoformed stainless steel finish backlit signage

*"They have always delivered great products as per expectations. As a client we are very satisfied with their expertise."*

Samresh Choudhury  
Jindal Steel & Power Limited

Backlit ACP totem with replaceable information.

Gold mirror laser cut metal with LEDs and acrylic to achieve halo effect.







## DAY AND NIGHT SPECIAL SIGNAGE

MERCEDES and HERO ECO signage are made out of thermoforming technology.  
RADISSON BLU is made out of Altuglas sheet to achieve day and night effect.



# EVENTS AND EXHIBITION

Enter Experiential Marketing: Communicating with audiences and expressing your brand through live events, which has the ability to excite all five human senses as a result of direct interaction.





Pan India setup and installation for  
MERCEDES events

COCA COLA 20 years of  
celebration event.



# CONNECTING CLASSROOMS

**Global Policy Dialogue**  
9 - 10 January 2013

Science and Mathematics  
Education: Widening Scope

Supporting Future Ready  
Learning of Science and  
Mathematics

Motivating and Empowering  
Young People to succeed  
in Science and Mathematics





We execute event branding for BRITISH COUNCIL.



# Wills Lifestyle India Fashion Week

WILLS  
LIFESTYLE

FDI

WILLS  
LIFESTYLE

INDIA  
FASHION  
WEEK

riama  
WILLS



Complete setup of WILL LIFESTYLE branding along with ROHIT BAL finale.



# MALL ACTIVATIONS

Events organized inside malls have higher comfort level and interaction with audience. These mall activities help increase the sales of retail store inside that mall. These activities also help in brand building.





VILLEROY AND BOCH. Very high quality luxurious cutlery sets showcased on the opening of this brand's store in the mall.

HARD ROCK CAFE set up was created to promote the iconic shirt of the brand.

"HG is well equipped with all necessary infrastructure to undertake jobs as per our specific requirements."

Gita Sagolsem  
Corporate Visual Merchandiser  
Infinite Luxury Brands Pvt. Ltd.



GIVENCHY A portable kit for multiple promotional campaigns.

GIVENCHY Portable Kit Examples.

GIVENCHY CAMPAIGN





Tarot card reader setup at terminal 3 Airport.

*"HG graphics provides excellent services. They believe in competitive rates without compromising on quality."*

Samresh Choudhury  
Jindal Steel & Power Limited

WILLIAM PENN 4 Sided open chaos At T3 airport.

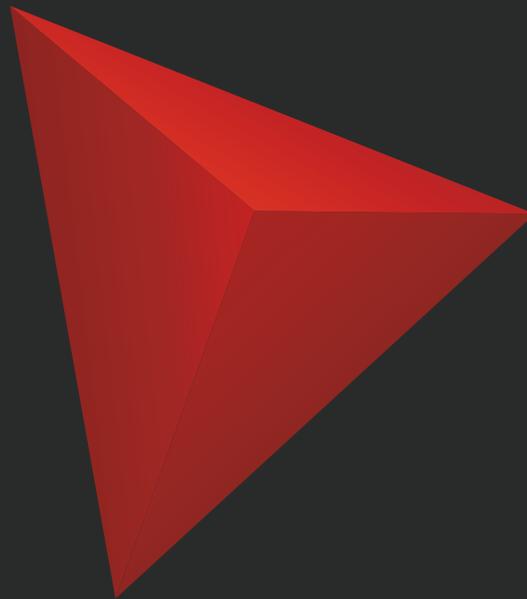
TWINNINGS A tea bar made for TWINNINGS to be placed across the hotels and mall for sampling.



# PRINT

## MANUFACTURING LOGISTICS

Prototyping



Eco Friendly  
Printing - Go Green

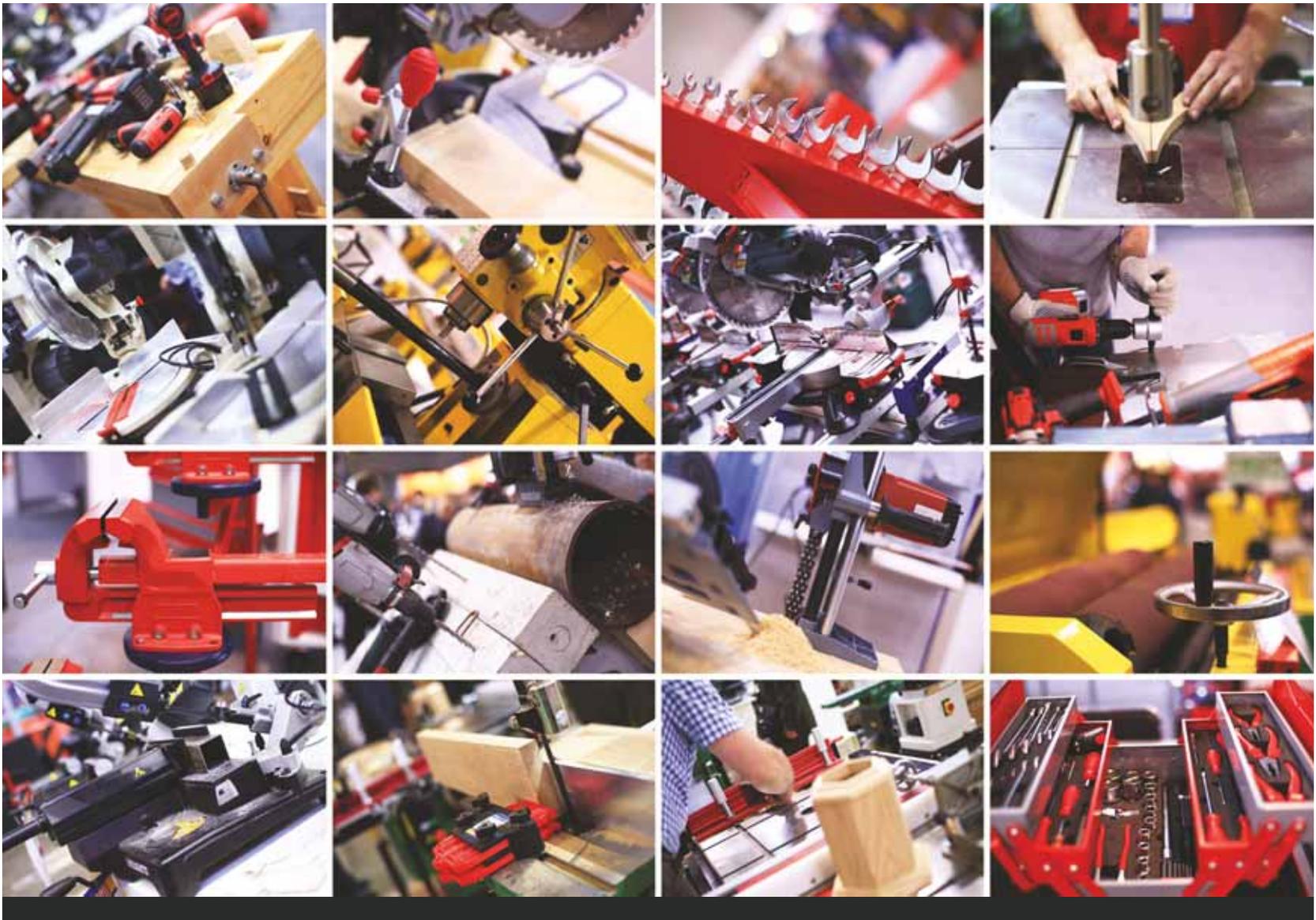
Printing  
Large Format



# RAPID PROTOTYPING

*"It is a group of techniques used to quickly fabricate a scale model of a physical part or assembly using three-dimensional computer aided design (CAD) data. "*





We believe in immediate showcase of design prototype so that client can visualize it for better understanding and can make quick decisions.

This is a showcase of multiple in house capabilities to achieve immediate prototyping.

*"Many thanks for your superb assistance for last few campaign, not possible to complete the job timely without it."*

Rajendra Arya  
A.S.M.FoodService



Paint on wood with lacquered finish.

Laser cutting for higher precisions.

Automated metal cutters for precision.





Electronic Bosche woodcutters with high durability.

*"Delivers every time! We've had them do several projects and they've become our go-to resource for all things."*

Manish Kakkar  
Greenlam

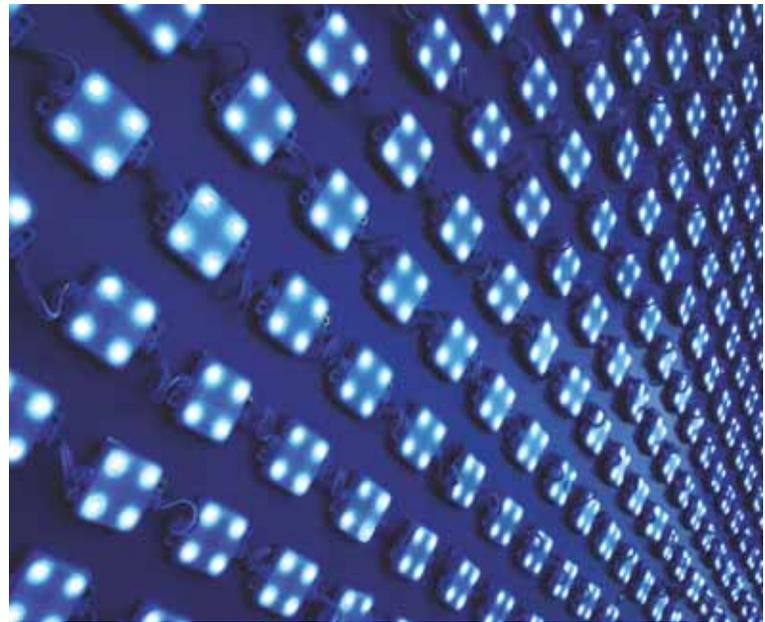
Electronic drilling for accurate thickness of holes.

CNC router to cut heavy gauge sheets on accurate line drawings.



*"Their team are excellent to complete the work with in time line and provided great support."*

Gaurav Kumar Bansal  
Deputy Manager–Administration  
VFS GLOBAL



We specialize in LED lighting and electronically controlled effects for specific requirements.

Metalwork department as per requirements.

Hand crafted exclusive designs for specific requirements.





Paint booth to achieve dust free and smooth finish.

*"I have no hesitation in recommending HG Graphics to any company."*

Awaneesh Singh  
Manager Marketing  
Carysil

Top quality plexiglas acrylic used in all campaigns.

Hand operated electronic cutters for angular cuts.



# PRINTING ECO FRIENDLY AND LARGE FORMAT

Our Large Print shop comprises with all kind of design jets machines like Digital, Solvent, Eco-Solvent, Latex, Dye Sublimation, Fabric printing machines and many more to cater all kind of requirements.



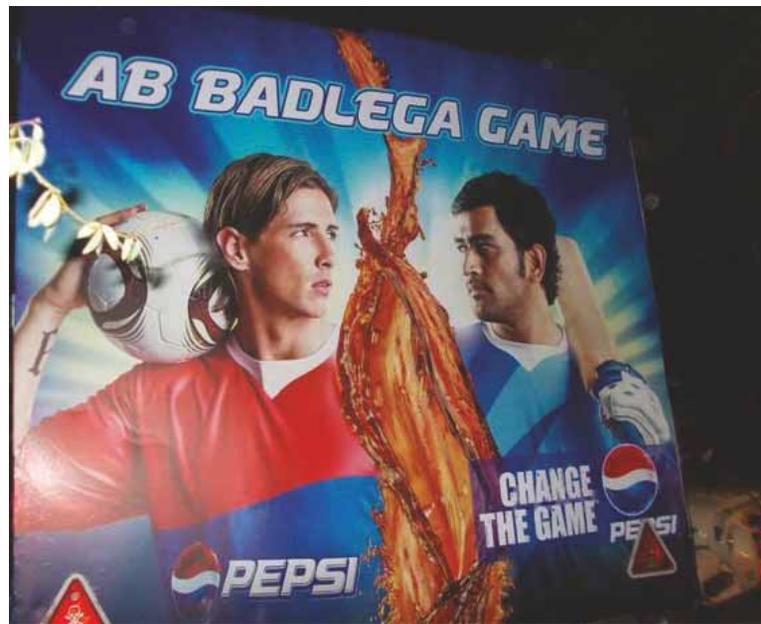


ADIDAS Eco Friendly printing on fabric flags for Adidas world cup campaign executed across pan India stores.

BURGER KING Wall paper printing for large size graphics through Eco Friendly HP Latex technology.

*"I have done a few projects now and their service is consistently great as well as the quality of their work. Thank you!"*

Devesh Dubey  
Burger King



PEPSI Vehicle branding on the back of the PEPSI trucks.

FABRIC FRAME: Frontlit

DIAGEO History wall at the reception showcasing multiple brands.





TATA AIG Sandwich frames with stainless steel studs on all corners.

*"Very professional to work with and time lines were kept precisely. Very happy with the end result."*

Shweta  
British Council



FABRIC FRAME: Backlit

ADIDAS Magnetic vinyl to be easily stuck on metal fixtures.



*"We have been very happy with the services provided by HGGPL. They have a wonderful range of products."*

Chetan  
GIFTS OF LOVE



LATEX printing on 3M optically clear film.



D'DECOR print on silver metallic film.

ADIDAS required LATEX printed leather puffy covers for world cup campaign.





VAN HUESEN wall hangings for In-Store branding.

*"It has always been a pleasure working with HG Graphics. We wish the company more growth since higher growth directly translates to better services. Keep up the good work guys...!!"*

Kanika Anand  
VM Manager Claire's  
DLF BRAND

MICROSOFT backlit translite film.

CLAIRE'S In-Store customized branding campaign across India.



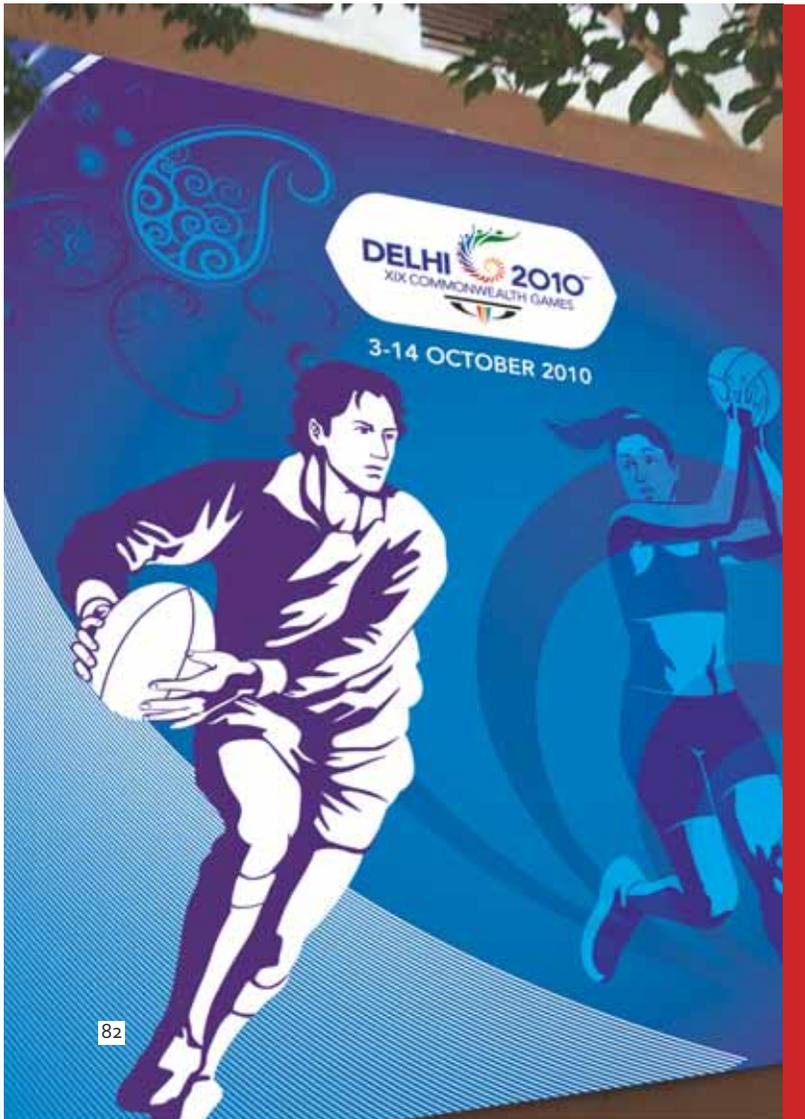
"Another great experience. Lovely work,  
beautifully executed and great customer service.  
Always a real pleasure to work with."

Ankit  
Panasonic



BLACKBERRY'S outside façade / terrace  
hoardings with structure.

COMMON WEALTH GAMES flex hoarding.



Rotatable block-out to prevent it from strong  
sunlight.





BLACKBERRYS In-Store flags to highlight the campaign "Go Sharp"

*"HG Graphics has effective and efficient team members capable of delivering last minute changes and urgent work."*

Kadambini Majhee  
VM Manager  
BLACKBERRYS

Back to back flex printing for DIOR.

APPLE stores required mass production of printed aluminum standees. Fast Turn Around Time Work.



"HG Graphics is a very professional company, their service is quick and they always deliver what they promise."

Nimish Vishnoi  
Manager- Product and Strategy



PERNORD RICARD Head Office. 3M dusted glass film etching can be done for customized graphics.

ALLEN SOLLYs customised printing on ceramic plates.



Mandatory and information signage printing on aluminum. Brands: RADISSON, BURGER KING.





3D Lenticular with multiple layers. 3d effect showcasing dinosaur's jaw coming out of the frame.

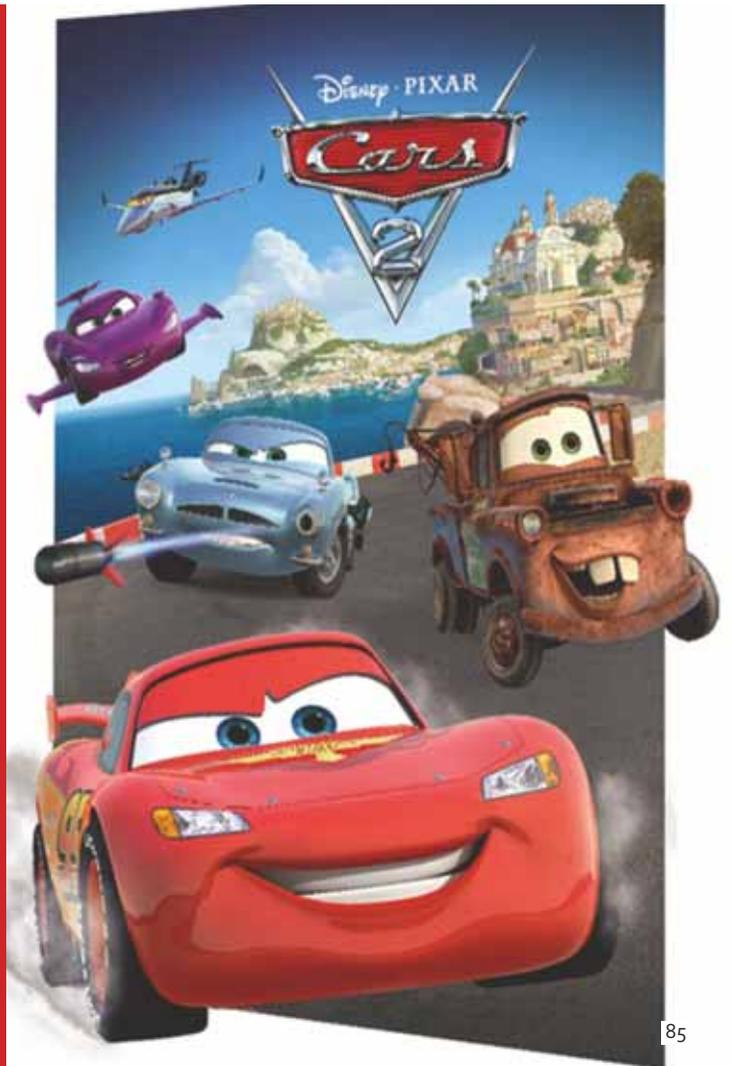
CARS with multilayer showcasing distance effect.

Flip Flop Lenticular Red lines on the shoe were the highlight There were made visible and invisible.



*"Special thanks to project manager, he is a fantastic organiser. He is an incredibly accommodating and made the whole job from start to finish an enjoyable one for everyone. "*

Gaurav Kumar Bansal  
Deputy Manager–Administration  
VFS GLOBAL



# PLANNING. PACKAGING. INSTALLATION.

We always plan and send out our trained professionals to execute the projects with a complete route plan for efficient execution.





Precise, clean and on time delivery throughout India and other major countries.

Pan India installations at Mercedes events.

# MESSAGE FROM HARJEE GANDHI



Since 1996, we have successfully executed many Innovative ideas which help us build an identity for ourself and motivate us to strive and achieve higher goals. We are known for our one-stop retail solutions. Our unique strength is that we offer almost everything that retail industry demands from single roof.

After getting associated with few internationals brands, I feel there are HUGE growth opportunities in INDIA and to serve them is a challenging task. With an experience of almost 2 decades along with the Complete In house production facilities; we proudly say that we have the pleasure of serving more than 200 Indian brands and around 50 International Luxury brands.

Company Name: HG Graphics Pvt. Ltd.

Website: [www.hggpl.com](http://www.hggpl.com)

Work: +91.11.4056 7440 / 49

Fax: +91.11.4056 7449

Mobile: + 91.9810 280 168

Email: [info@hggpl.com](mailto:info@hggpl.com)

**3M**



Authorized Converter



Managing Director: Harjee Gandhi

Conception and Design: Sulabh Rastogi

Sourcing: Ramakant Sharma

Designer: Solly Labs Design Studio

Printer: Thomson Press (India) Ltd

We appreciate our client's confidence for managing their designs.  
**Thank you** for choosing us to help build your brand.



roberto cavalli

Salvatore Ferragamo

Dior



HACKETT  
LONDON

DKNY  
DONNA KARAN NEW YORK

amanté



SAMSUNG



LIGANOVA  
The BrandRetail Company

THE COLLECTIVE



celio\*

Radisson BLU



Mercedes-Benz



DECOR™  
Live beautiful

acer

Logitech



IFB  
AGRO

claire's



MISSONI