

# **KLINGGRUPPE**

Issue June 2014



### Dear customers and friends of the Kling company,

We are pleased to present you the latest issue of our Kling Journal.

Product presentation has always been, and remains an important aspect for increased success in the marketplace. There is wide scope to provide advantages to one's brand, and to distinguish oneself from the rest of the competitors.

At Kling and Faisst, you will find experts to help you improve your brand's market position, with know-how, new ideas and suitable products. Bossert offers you innovations and solutions for the labelling and surveillance of goods, to facilitate daily logistical

operations. The mail order company, Mon Decor, is your source of astonishing decorations enabling you to create an appealing ambiance and effective visual merchandising for your point of sale, allowing your brand to be well-positioned and up to date.

We invite you to immerse yourself in the world of the Kling Group. Enjoy reading!

Markus Bächtold CEO



# **BETTER SHOPPING**

Attractive presentation of goods at the Point of Sale

KLING Showcases and counters are like windows and doors which transport the viewer into a fascinating world of great products and brands. They invite you to get to know more about the product and awaken the interest in and the desire for the presented goods.

Anytime and anywhere, you are optimally equipped with shop furniture made by Kling. Different product lines offer a full range of options from classically elegant to technically cool presentation of your goods. Apart from design and functionality, quality is of

particular interest, as we wish for you to enjoy your showcases and shop furniture for years to come, and for these items to assist you to sell your products successfully.

Our shop furniture is 100% made in Germany. Starting with the cutting of wooden boards, individual lacquering right through to the assembly of the product - and this applies to accessories such as lighting, locking and electrical systems. The modular design of our showcases and shop systems offer one particular advantage to our customers: the individual modules can

be combined variably and offer a wide range of design options for your sales area.

In addition to the standard products, Kling offers customised solutions, perfectly aligned with the customers requirements from design, functionality, choice of material and all the way through to logistics

# HIGHLIGHTS



### Faisst cases are taking off - with wave-like corporate design and many optimised product properties. **95**

DESIGN

**CARTON TRENDS** 

Displays and stands made of carton and corrugated cardboard open up a multitude of opportunities for the presentation of your product, at the Point of Sale. 🗩 🕘



**BRAND-NEW CASE** 





Safely stored and perfectly presented





### **RFID SAFETY**

Innovative injection moulded tags with integrated RFID (Radio Frequency Identification) transponder. 🗩 🕖



### Shortly available: Catalogue for showcases & shop systems



### FRESH, MODERN AND NOW ONLINE

The new website of the Kling company provides you with fresh new content, current projects and inspiring images. **9**3

Modular shop systems offer a great variety of combinations







Switch from the main page directly to the product pages, easily and efficiently, with large icons and clearly-structured navigation bar.

# **KEEP THINGS COLOURFUL** Product development for Unitron Hearing GmbH

# **MAN AND MACHINES**

### Modern production supported by manual labour

KLING Customised products require more than just the simple programming of machinery. Machines are able to precisely drill, mill or saw, but these are just the first steps of the production process at Kling. Many steps of the production can only be performed by manual workers with many years of experience. Just think about the covering, lacquering and printing of materials or the final assembly. To ensure highest quality standards in all these activities it is necessary that the employees are equipped with the knowledge, skills and sensitivity.

The knowledge about the material, skilled handling of the tools and the exact sequencing of the individual production steps are vital for the quality and longevity of these Kling products. For example the lining of displays, boxes or trays with fabric and leather is exclusively made by hand

The continuous quality inspection is a great advantage for the customers. "Due to the manual processing, we can immediately detect and correct errors" states supervisor Marcus Merten. Therefore changes and improvements in the production process are implemented quickly and effectively.



Numerous production steps require manual works - like adhesive bonding, lacquering or folding

VICENZAORO × Fall



**TRADE SHOW TICKER 2014** 

VicenzaOro Fall

06.09. - 10.09.2014 Vincenza / Italy Hall A, Booth 420

Asia World Expo

**Medtec Europe** 

03.06. - 05.06.2014

Stuttgart / Germany

15.09. - 19.09.2014 Hong Kong / China

Final quality check before our products leave the factory





catalogue

✓ DECORATION SERIES **J** BOX SERIES CASES & TRAY SERIES SHOWCASES ✓ ACCESSORIES

# **BASIC COLLECTION** *New Kling product catalogue*

KLING An extensive inventory of standard items allows Kling a quick and costeffective delivery without waiting periods. In our current catalogue "Basic Collection" you will find all common items. All decoration series in all colours, all box series in all sizes, cases and tray series as well as accessories like pins, pads or price tags. All items listed are available in small quanities and within short delivery times.

Scroll throught the digital version of the catalogue "Basic Collection" at www.kling.de or request your printed copy by email or phone.



# WELL STOCKED AND EASILY ACCESSIBLE

### Insight into the Kling warehouse

storage places, constant room tempaper and wood), spare parts (including injection moulded parts, hinges, locks and lighting or electrical elements) and merchandise (including decorative elements, boxes, cases and more). This ensures fast producwhile maintaining consistant quality and reasonable prices. But, of course, the efficient management of this sizable warehouse is a full-time job - for the daily loading and unloading of storage it is necessary that the paths for storage are optimised, that the personnel are well trained with equipped with the appropriate equipment and vehicles.

Apart from logistical works, organisational and administrative functions represent a critical part of warehouse management. The warehouse employees manage warehouse reception control, inventory monitoring, sto

rage space management and guarantee the reliable operation of all business activities

Kling GmbH

Kling GmbH

Faisst GmbH

The inclusion of the warehouse in all organisational processes is of particular importance, and requires continuous communication and close cooperation with all other departments, including work preparation, production planning, sales forecasting and product distribution.

This close co-operation supports Kling's approach that customer service is holistic, and must be supported by all organisational departments.





KLING 5.000 m<sup>2</sup> storage area, 3.600 perature and a direct connection to the production facilities – this is the key data of the Kling warehouse. Kling has always paid close attention to the adequate inventory of necessary stock and the optimum storage of raw materials (including fabrics, plastics,

tion processes and on-time delivery

Keeping a clear overview

# CONSTRUCTION FINISHED

New Kling website now online

KLING We are pleased to present you our corporate website with a fresh, modern design and many new functions. We have implemented many new ideas, and improvements to significantly make the website more clearer and comprehensible.

Besides information and news about the company, we want to show you our variety and know-how through a comprehensive portfolio of references, including detailed specifications and many photos. This is the keypoint of our revamped website: over 200 successfully completed projects, with regular updates and additions of new projects. These references can be filtered by project type, sector or material. With just a few clicks, you

are able to filter to see similar products. This area of reference functions as a sources of inspiration for your own, customised production designs. If you would like to know more about our products please access our free download area with brochures and product catalogues.

It is just one important detail that completes the modern design, the new photos and the latest references: the optimised user navigation. The different navigation options make it easier for you to find the relevant content and information you may be searching for. Visit our new website and share your experiences with us!

I ( KLING



Responsive Design for added convenience: No matter which device you use when visiting our website - images, text and page navigation are automatically adjusted to the applicable screen size, for optimal display and navigation.



Find our product highlights at a glance on our large-sizes banners



Discover informative key data about our current and completed projects

Scroll through our image gallery

See our whole product range at a glance on the product overview



**KLING** The innovations and patents of the Canadian company, Unitro Hearing GmbH, are market leading in the hearing aid industry.

With the introduction of a wide range of body colours for the hearing aids Unitron takes new paths - in cooperation and with the support of Kling company.

It is a bold step to offer hearing aids in bright colours as the hearing aid becomes an accessory rather than a clinically neccessary tool. The broad range of colours are ideal for all customers who wear their hearing aid confidentment. The scope of the colours range

from pastels, to metallics to semitransparent colourings. Kling not only manufactures the colour samples but also delivers them to the customer. Kling also designed and manufactured optimally fitted displays for the presentation of the colour samples. The samples are displayed on a rotating platform, enabling the easy, visual examination of the colour selection. The colour samples are presented at their very best in an eye-catching and functional medium, both in the salesroom as well as the shop window. In addition to the presentation disly, and embrace it as a decorative ele- play, Kling also developed a smaller display and a tray - both items pro-

duced in large volumes and now being used by the entire sales team throughout the whole of Unitron.

Contemporary design and an optimised production process create an attractive overall package. This is lucrative for the Unitron company as it gets a one-stop service, incorporating creativity, know how, technology and manufacturing capability.



Innovative counter display with rotating disk

corrugated cardboard

KLING Eye-catching displays in size XXL

at cost effective prices? That is almost

like squaring the circle – a seemingly

impossible task. However, the right

material and powerful ideas lead to ex-

citing, new possibilities to affordably

The stability and strength of corruga-

ted board plays a decisive role, as well

as the broad range of possibilities to

process the material. Thanks to mo-

dern machinery, the displays and floor

stands are practible in extra large si-

zes up to 1500 mm x 1600 mm. There

are endless possibilities in design to

forge new paths in decoration and

production presentation at the Point

Depending on the size and the quan-

tities produced, we are able to print

YOUR ADVERTISING

MORE THAN AN ILLUSION

Reality replaced by renderings

TABLO The realistic depiction of pro-

ducts is indispensable in the mo-

dern and fast moving process of

product development. Therefore vir-

tual rooms can be created digitally

ON CARDBOARD DISPLAYS

of Sale, at reasonable prices.

present your products.

LIGHTWEIGHT PRESENTATION

Product presentation made of carton and



**Elegant. Versatile. Modern.** 

Surface Reef available in 5 different colours







for each customer. Even the ambience created by the display can be set up digitally by placing the digital product into a fictional sales area.

YOUR ADVERTISIN

Rendering describes the process and cost-effectively using the ren- when our product designers add spedering-technology- even before the cific surfaces, colours, light and shaproduction of a real prototype. This dow effects to a draft drawing - creation of a real prototype. is especially attractive for complex ting an three-dimensional effect. The products such as displays and shop- observer of the rendering gets an idea in-shop systems that are customised of the materiality, size and shape of



The design drawing becomes a realistic rendering through the addition of materials, lighting and shadows

cardboard displays digitally in our own printing department. For larger quantities, our customers benefit from the longstanding relationships of Kling with best-performing suppliers. After printing, the actual processing starts with a modern CNC cutting plotter that cuts out, drills and mills quickly and accurately. Within a few seconds you get a finished display or stand that can be easily mounted at the Point of Sale, by folding it in a few simple steps

Speaking of efficiency: thanks to the low weight of the displays, the costs for transportation and logistics always remain in the XXS-range.



Versatile and multifunctional - We can implement your ideas in displays made of carton and cardboard.

# A BREATH OF FRESH AIR

Employee portrait

TABLO Yesterday an idea – today already in the shop window! Speed is the trump when it comes to the presentation of first-class products.

Sandra Wöhr is our expert for product presentations, including displays and stands, made of corrugated cardboard or carton. With an apprenticeship as media designer for digital and printed media, graduation in packaging technology, and a keen sense for the customers' needs, she is indispensable at Tablo GmbH for the development of packaging and products. Since the beginning of 2013, she has been responsible for the development and implementation of displays

made of carton and cardboard. Apart from the construction and design of the displays, she handles the graphical layout and provides assistance to the sales staff and customers during the planning and implementation of the project.

The close and constructive cooperation between the product development and the production itself is very important as the improvement of the products requires continuous exchange of information. Ms Wöhr is also often present at the production facilities to guarantee high-speed and high-quality production processes.





Even comprehensive shop designs can be demonstrated

ment

A key advantage of renderings is that surface materials can be changed quickly and easily, creating different variations with just one click. Improvements are taken into account and implemented immediately, cutting development times noticeably.

www.tablo.de

FISCHERA Real photographs can be inserted into the sketched display

with renderings the product relative to the environ-

### **A MILESTONE**

### Faisst cases in corporate design

FAISST What customers value most about the Faisst cases is their quality and their first-class workmanship. So it was high time to give the cases a distinctive character with a new corporate design. In close cooperation - internally and with our suppliers - the materials and the design of the case series were revised and optimised. The result is an assortment of cases that reflects the high standards of Faisst, both visually and from a practical perspective.

From now on all cases are available in an elegant wave pattern design, the profiles and corners were also improved in design and functionality. New and lighter telescopic handles, smooth-rolling wheels as well as high quality locks and hinges make daily use more comfortable.

At the same time, the range was expanded with three new case series. "Alu Style" – a case series that is es-

pecially light-weight and made of high-quality aluminium, showing off elegance, stability and longevity. The case series "Air line" is your perfect companion for all important business meetings. The body of this case series is made of resistant polycarbonate in two different colours and it is particularly attractive due to its modern shape. The third new case series "Vario Case" is a hardcase made of shock-resistant ABS-Material with acrylic surface

All Faisst products have undergone a revitalisation to improve functionality, aesthetics and tactile properties to highlight the uniqueness of the Faisst brand

Request your printed copy of the new Faisst catalogue via phone/email or find our online catalogue at www.faisst-koffer.de

**New Look** 







Handles and profiles

available in natural

aluminium or black

alu light

Stepwise extractable telescopic handle

**New Series** 



alu style





vario case

Scan and view our new product cataloau



# **EXACTLY FITTING**

### Synflex Elektro GmbH uses Faisst cases for their product presentation

Large wheels for smooth rolling

FAISST SYNFLEX develops system so- ge of products, it is especially imlutions and produces and markets

der to fulfill every customer's order. Over 25.000 different product variof Synflex.

portant to optimally equip the sales products for eletrical engines, trans- force and leave nothing to the chance ganised. Removeable covers made of formers and the automotive industry when it comes to product presenta- transparent acrylic glass prevent the

tomised aluminium cases from the "Alu Briefcases" series, that serve an attractive presentation, as well as secure storage of the extensive range of products. Attractive design in combination

company offers a wide product range with high functionality was the dewith highest quality standards in or- mand for technical and visual implementation

The results of this project are twelve ants are stored in the logistics centre different aluminium cases equipped with hard foam inserts on the bottom For a company that is very specia- and lid of the case. Recesses in the lised and yet offers such a wide ran- inserts provide protection for the

products and furthermore keep the products as well as keep them well orsary, it allows the sales person to take the product out of the case. It was a fine-tuning exercise to fit all products into the case and to guarantee that the case can be opened and closed smoothly - finally the etuis should maintain a handy size. The whole concept was completed with a full-size, high-resolution digital print on the top of the case. Accordingly, twelve different printing layouts have been realised in the internal printing department

weeks, Faisst developed the perfect sales aid for the field staff of Synflex Elektro GmbH. With the production of 600 cases, it was a successful project for both parties.

### **STRIVING FOR THE TOP**

New Faisst sales representation in Switzerland

KLING SWISS From now on, the Kling Swiss team handles the sales activity of Faisst in Switzerland. This mainly applies to existing customers but also for the acquisition of new customers. The objective of the personnel changes is the establishment of the high quality cases in the swiss market. Kling Swiss SA with its premises in Port near Biel-Bienne is a competent contact partner for all swiss customers.





Sales Manager



Kling Swiss SA Müllerstr. 3 2562 Port / Biel-Bienne Phone: +41 32 331 8553 info@kling-swiss.ch

In close cooperation over several



# **DO IT YOURSELF**







# CASE BECOMES SHOWCASE

The second Faisst product line

FAISST Cases are not enough! This describes best the initiative at Faisst to develop a new showcase series. Faisst has come a long way since the company joined the Kling group. Apart from the positive use of synergies, product development has become a central role. The competences of the Kling Group are consequently transfered to the product portfolio of Faisst. On this basis, it was only a matter of time before Faisst brought to market exciting new showcases as a second product line. It is evident that a significant number of Faisst customers not only transport their products in cases but also present them at trade fairs, conferences and in their own showroom

- therefore demonstrating a need for appropriate showcases.

Kling has many years experience in the development and manufacturing of showcases and therefore was significantly involved when the idea was put into practice. Contemporary design, high-quality materials and perfectly precise processing are just a few arguments that justify the choice for Faisst products – this applies equally for cases and showcases.

The new Faisst showcases are available in seven different standard versions. Customised showcases are possible and can be realised in a short production time



Showroom ready with different showcases and counters of the series Alu Cube



# **CROWD-PLEASER**

### Exhibition of "Faisst Case-Art" in Baden-Württemberg

FAISST During the course of last year, the Faisst cases, that were creatively interpreted as part of the 50 year anniversary celebration, were exhi- artists themselves took the opportubited on site at the bank Sparkasse nity to present their masterpieces to Pforzheim-Calw in Pforzheim and the audience and to talk about their Sparkasse Hanauerland in Kehl. Artists and those interested in art met at the A big thanks goes out to Sparkasse opening ceremonies in an appealing Pforzheim-Calw and Sparkasse Haambience. Particularly noteworthy

was the large stream of visitors of about 200 persons that were present in Kehl to marvel the artworks. The personal creative processes.

nauerland that put the location at

Faisst's disposal and that helped with the organisation of the exhibitions. The cooperation shows the great interest of the bank to support local companies and local art and artists.

www.kuenstlerkoffer.de

**GOOD SIGNS** 

Light-weight and robust

um in three different colours

Surface made of high quality alumini-

Expanding business in the european market

FAISST Since January Tim van der Haak, born and raised in the Netherlands, supports the Faisst sales team. From now on, existing and potential customers in the Benelux countries benefit from the professional and personal customer service. As a Dutch native speaker Tim van der Haak is familiar with the local market and customs and therefore he is able to bring in all his expertise and regional knowledge. During his intensive training period he has come to know the secrets of the case production and has earned specialised knowledge about promotional product presentation with high quality professional cases. Like every sales person he has a powerful team in the

background that he can rely on at any time.

> Tim van der Haak Sales Benelux







Art connoisseurs and interested visitors with artist Rainer Zimmermann



Markus Bächtold (CEO Faisst) opens

the exhibition

...with Bossert label printers

BOSSERT Many companies use label printers for the marking and labelling of products. The obvious advantage is that you can print your labels immediately when they are required - costeffectivey and without delivery timoes or minimum purchase volumes.

Using your own label printer you can also enhance the internal processes of your company! Depending on the size, the print run and the resolution of the required labels you can choose

between two different models. Both models come with software to design your own labels in order to obtain the desired result as easily as possible. But the service offered by Bossert goes far beyond the sale of label printers - customers also enjoy comprehensive consultation about the use of the appropriate labels for different applications. Armin Schinzel, sales manager at Bossert, states "...the difficulty is not to find the right label for



# THIS IS "RFID"

**BOSSERT** Radio Frequency Identifica- As soon as the product marked with tion (RFID) is a modern technology to identify an object with the help of electromagnetic waves.

The RFID technology is used for the surveillance of products or to simplify store management, with the key word of permanent inventory. Today, almost any product can be equipped with an RFID transponder. rage.

RFID comes close to a recording device, it is registered and the recording device can activate an alarm signal. In the field of warehousing RFID is mostly used for permanent inventory where lots of different products can be registered at once when they enter or leave the sto-

the printer but to find the right label for the customer's product." There are big differences depending on the surface where the label should adhere and also depending on the climatic conditions.

Sometimes the only solution to the find the perfect label for each customer is to become proactive and start test runs with different types of labels until the result is satisfactionary for the customer

The comprehensive expert advice to all questions concerning the printer and the design software make Bossert a strong parter for independent label printing.



### LABELLED SAFELY RFID-labels on the rise

BOSSERT Technologies supporting product security are mostly used for high-value products. As a result, RFIDtags are used increasingly for the surveillance of goods in the jewellery and gemstone industry, as well as in medical technology.

Bossert recognized this trend at an early stage and developed injection moulded labels with integrated RFID

transponder. These transponders consist of a small glass capsule with a microchip inside. The transponder itself is integrated into the injection moulded label in a way that it is invisible and cannot be removed. Product surveillandce with RFID-Labels is very discreet and the labels furthermore facilitates the capture and control of movements of the goods.

There are almost no restrictions regarding the size and the shape of the RFID-labels - it should only be ensured that the label is big enough to place the transponder invisibly inside the label. Most important for Bossert is the satisfaction of the customers special demands to implement a project successfully.



### GOURMETS

### Overmeyer establishes new products on the market

www.rfid-etiketten.com

BOSSERT The family-run company, lity materials in combination with ar Overmeyer GmbH & Co. KG, based near Hamburg, has specialised in organic farming and markets regional

For the launch of newly developed labels were produced and delivered by Bossert. The labels were produced sings. in medium quantities using high-qua-

attractive design – a clear distinction from mass production. Furthermore the labels were perfectly designed to products that were manufactured in provide information about the prothe own factory using gentle cooking duct and the company which is especially important for new products and brands.

dressings, Overmeyer decided to The development and cost-effective collaborate with Bossert as project production of the labels made Bossert partner. The hanging and adhesive the perfect partner for the successful introduction of the Overmeyer dres-



*Exclusive branding with metal stickers by Bossert* 

**BOSSERT** Fine products require special colouring of the metal sticker and the labelling solutions. Therefore Bossert finishing layer can be chosen indivioffers quality stickers made of real dually. Bossert metal stickers support metal. These very thin metal films are the exclusivity of ambitious products. self-adhesive and can easily be placed on virtually any surface. Letterings and delicate motifs can be realised in every detail and in different sizes. The



Even small details and delicate motifs can be realised as metal stickers

www.bossert-etiketten.de



Successful market introduction - with adhesive and hanging labels by Bossert

### **BLOOMING**

New Mon Decor catalogue Spring/Summer 2014



MON DECOR New decorative trends come along with the warm and sunny seasons - just in time for great springtime decorations for your home or shop windows.

Apart from numerous seasonal decorations for the spring- and summertime you find fancy accessories in our catalogue to set the mood for the Soccer World Cup in Brazil.

Now available: three-dimensional stands made of carton with motifs thematically linked with our seasonal categories.

Browse through the online catalogue or request your printed copy via our website: www.mondecor-shop.de



# A LAND OF MILK AND HONEY

Local store of Mon Decor on the rise

MON DECOR In order to be close to our customers, we completely renovated and expanded the premises of our store in Birkenfeld near Pforzheim. Since the reopening in 2013 more and more customers visit us to find seasonal decorations and gift ideas in a great variety.

We invite you to take all the time you need to browse and take a closer look at our decorations in our stylishly and lovingly equipped store. Our selection includes products from our online catalogue, accessories and a selected collection of jewellery.

A visit to the Mon Decor store is worthwhile in any case - take the time for a unique shopping experience to relax and to get inspiration.

Mon Decor Dietlinger Straße 10 75217 Birkenfeld Germany

### **BIG PERFORMANCE**

Visual Merchandisina in 3D

MON DECOR A brand new addition to our range are three-dimensional stands made of corrugated cardboard for the large-scale decoration of your shop window and sales floor. We create impressive scenes that guarantee maximum attention for your products.

Choose from our extensive range of standard decorations in our Online Shop or contact us for customised shop window decorations for your brand. We manufacture your decorations even for small guantities - fast and cost-effective for your eye-catching visual merchandising.



### BACKSTAGE

Experts in decoration and organisation

MON DECOR The Mon Decor Catalogue and Online Shop represent only a small and visible part of Mon Decor. The driving force are the employees that work with enthusiasm in order to offer a great variety of products and perfect customer service. Furthermore all employees share creativity and intuition regarding trends.

For Mon Decor the daily challenge is to offer new high quality products, create catalogues, offers and promotions, provide decorative tips for the customers and guarantee that all orders are delivered in time.

The wide-ranging tasks clearly show

that the Mon Decor team consists of true allrounders who are always available for the customers' requests. As customer service is top priority we recently set up a free-of-charge\* hotline – with this number you can reach our team for any question regarding our products or the ordering process.

\*from within Germany



SHOP WINDOW DECORATION MADE OF CARTON AND CARD-

**NEW!** 

BOARD IN 3D

We create decorative concepts with special attention to the detail



In our own photographic studio we put our products into the right perspective!

# **VIP'S ONLY**

Exclusive offerings and valuable benefits

MON DECOR Mon Decor opens the for the VIP area and from this time





### WE HAVE EXPANDED **OUR PRODUCT CATEGORIES!**

Discover all our novelties at www.mondecor-shop.de

doors to the new VIP area in the online shop. This area has been set up exclusively for loyal customers with high turnover. Customers reaching a turnover of 1.000 Euro per year automatically get



onwards, benefit from numerous advantages like regular promotions, purchase on account, and free delivery for orders via the online shop. In addition, VIP customers have exclusive access to the new online catalogue before the official dispatch of the printed catalogues.

A lot to keep your interest in our Mon Decor Online Shop

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