



novograp
brand realization

BRAND REALIZATION

Physically bringing a brand's look & feel to life in the retail, banking and hospitality built environments.



Brand Realization™ by Novograp

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BRAND REALIZATION



BRINGING BRANDS TO LIFE
IN THE BUILT ENVIRONMENT



ROLL-OUT

We believe every surface is a **brand opportunity**.

At Novograp, we **rapidly transform** customer environments through concept deployment, store planning and **project management** to the **bespoke manufacturing** and **installation of surfaces** for walls, doors, lifts, columns, counters, checkouts, murals, signs, windows and more.



Iceland retail concept by Whippet, rolled-out by Novograp

Novograp is geared up to manage large national brand roll-outs from **store planning** and bespoke **product development** through to the **manufacturing** and **installation** of your **look & feel**. Our realization teams perform thousands of installations every year.



You have probably seen our work without knowing it.

If you shop at a convenience chain, pick up a sausage roll from a high street bakery, walk into a major UK bank, buy your groceries from a national supermarket, relax in a café, stay at a major hotel chain...or even just catch a train...there's a good chance you'll be surrounded by the things we do well.

Find out more at www.novograp.co.uk

Minimal disruption, maximum visual impact and high ROI



With your vision and our Brand Realization™ capabilities we will work together to deliver your brand to the highest standards and with the utmost integrity.

VISION

Novograp Brand Realization™ bridges between brand owners and designers to ensure not only your vision becomes a reality, but also that we protect the integrity of the brand's identity (and your bottom line) in the process. You could say it is a case of design vision and practicality working hand in hand.

You won't be surprised to learn that our process starts with you; before we start a new project we want to know your needs, goals, challenges, opportunities, requirements, aspirations and expectations. Then (and only then) armed with this understanding, we will start thinking about the solutions that would work best for you.

Find out more at www.novograp.co.uk



Design vision and practicality working hand in hand





Hard-wearing products that deliver
the look you want year after year

LONGEVITY

We manufacture unique, tough, rapid-install products for almost every customer-facing area from surface solutions for walls, doors, columns, counters and checkouts through to murals, signage, window graphics, ATM surrounds and restrooms.



Find out more at www.novograp.co.uk



We have developed a unique suite of specialist Brand Realization™ products and services that have been specifically designed to enable us to perform rapid transformations with minimum disruption (often overnight). Novograp has been transforming leading brands for decades with durable solutions for stores, restaurants, hotels, banks, trains, airports and offices.

Our success in these sectors is due to our understanding of the needs of customer-facing businesses. Novograp customers benefit from our ability to produce high quality, bespoke, surface and graphic products to order and install them on demand. In fact, our economical, easy-to-install solutions have been helping big brands deliver their design vision since 1986.



We economically deliver look & feel through our unique ability to emulate most materials like tiles, wood, bricks and produce them in bespoke, quick to install, easy to clean, PVC-free, sheets.



ROLL-OUT READY

DESIGN

Working within your existing brand guidelines

our Design & Development Service enables you to **revive** or **re-purpose** an under-performing area in your estate.



We don't want to redesign your estate, far from it, we work with your design or style guide to provide brand-responsible, targeted solutions for specific situations.

Many Big Brands are already working closely with our Design Department. They benefit because all of our designs are created under the discipline of **Brand Realization™** which always asks, "is it effective, is it efficient, is it economical?"

Novograp's Design & Development Department is also responsible for developing unique product solutions and bespoke material emulations including woodgrains, brick & tile patterns.



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Right from the early concept stage, our focus is on how **brand experience**, message impact and ambience can be engineered to deliver **sales-generating** look & feel and prolonged dwell time across your estate.

With Novograf, the days of sacrificing **look & feel** in the quest for an **affordable roll-out** are over. Through our ability to emulate most materials, the way we can **value-engineer** your design, and our efficient application of Brand Realization™, **we can cost-effectively give every property in your estate the look & feel of a flagship.**



We are proud to be an employee owned company.

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