



1800 606 682

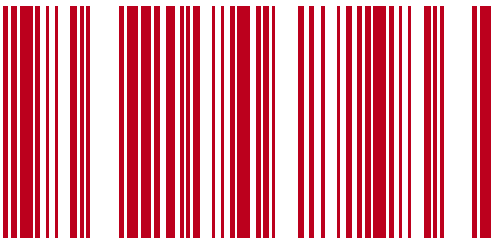
# flash retail ...

Visual Solutions





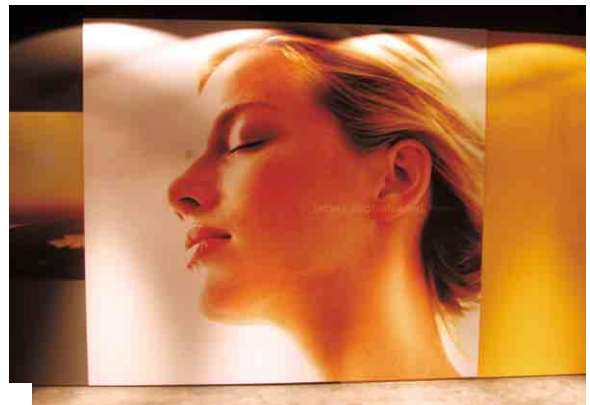
SONY AUSTRALIA/CASIO



## flash retail...

Flash Retail is a brand-new division of Flash Photobition, who have provided visual solutions for retailers in Australia for over sixteen years.

Flash Retail consolidates our offerings into a set of innovative visual solutions that are effective in capturing customer needs.



ABODE APARTMENTS: MOON DESIGN



WESTFIELD: IDEA WORKS



POLO: CLASSIC RESOURCES



BEST & LESS

## flash retail...





1A

FLASH RETAIL HEAD OFFICE

## 1. Screens & Wall Coverings

### 1A: Digital Wallpaper

Flash Photobition have created wall, floor and ceiling graphics that add to the overall ambience in the room and surround the customer with visual impact. Don't limit yourself to the vertical surfaces behind product displays. We have the ability to apply graphics to just about any surface.

### 1B: Slat Wallpaper

Even the area behind shelving can be covered with graphics. This area acts as a backdrop for your product and has the ability to enhance your product's image.

### 1C: PhotoMesh™

Used against windows, solid graphics can be displayed whilst allowing natural light to shine into the room.

PhotoMesh™ can be printed with an image on one side and black on the other, offering a funkier style of shade cloth.

Double-sided PhotoMesh™ can be used for divisions in a room - although the areas have a distinct separation there is still translucency, which enables one to see into the neighbouring section.

Used as an outdoor banner, PhotoMesh™ is highly practical as wind can pass through the perforations.



1A

SWATCH



DE LORENZO  
1C



1D

ATMOSPHERE

### 1D: Stretch Screens

Flash Photobition can create various alternatives to solid walls by printing graphics on fabric that can be stretched onto custom shaped aluminium frames or display stands. The fabric can be opaque, translucent or one-way vision. Here we see the obvious versatility benefits but also the aesthetic possibilities of experimenting with various materials and shapes.



1B



2A

DICK SMITH POWER HOUSE

## 2. Graphics on glass

### 2A: Transparent and Translucent Effects

By applying graphics to glass we can use transparent and translucent effects to enhance an image as the light shines through the window.

### 2B: One-Way Vision

One-way vision graphics allow shoppers to see out, whilst maintaining eye grabbing, high impact graphics on the outside to entice passers-by.

## 3. Display Stands

### 3A: Portable Architecture

Portable Architecture provides a versatile, cost-effective method of delivering on your display objectives. Each Portable Architecture system, flat or curved, may be used separately or can be linked to create a whole variety of shapes and sizes. We also offer you the opportunity to let your display grow and change with your business, as we will configure the frame to a new shape at any time, free of charge.

### 3B: Custom Built Display Stands

Custom Cut Display Stands can be made to hold just about any product. We are experienced with working with a variety of materials including wood, PVC, acrylics, glass, core-boards and MDF.



3A

DICK SMITH POWER HOUSE



3B

OPSM



2B

TAB

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4A

REPUBLIC

## 4. Signage

### 4A: Outdoor Graphics

In addition to in store graphics, themes can be continued outside the retail outlet in the form of billboards, banners, flags and a variety of other outdoor signage. Materials are UV colour resistant and waterproof.

### 4B: Double-sided hanging banners

Double-sided hanging banners are perfect for brightening up large spaces with high ceilings

## 5. Graphic Light

### 5A: Light boxes

Photographic quality images can be applied to backlit material. These images come to life when illuminated from behind, giving a truly vibrant appearance. Light boxes can be custom made to any size and virtually any shape.

### 5B: Light Walls

Custom made Light Walls add to the overall ambience in the room. Whether it's an energetic vibe stimulated by bold patterns, or a serene relaxing mood stimulated by cool colours and soft images, the right choice of graphics will be able to capture whatever atmosphere your shoppers are seeking.



5A

TELSTRA



5B

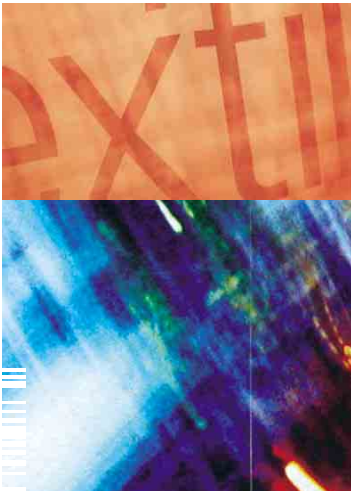
BEACH CULTURE/BILLABONG



4B

STAR CITY CASINO

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ARENA APARTMENTS

## 6. Furniture

### 6A: Soft Furnishings

A couch can be enhanced by graphics custom created for its shape.

### 6B: Lampshades

Lampshades can be made from graphics, which come to life at the flick of a switch

### 6C: Hard Furnishings

Logos or other symbols may be applied to shelving, benches, fridges and just about any surface you can imagine.

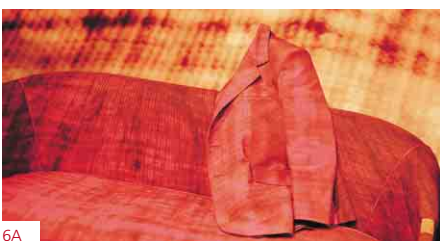
## 7. Custom Images

### 7A: Custom Graphics

If you're stuck for ideas, take advantage of Flash Photobition's graphics department. Graphics chosen from our catalogue can be manipulated to your specifications.

### 7B: Texture Treatments

Textures can be scanned and reproduced onto any graphic application. Marble, wood grain, grass and clouds are just some of the virtual textures available.



6A

ATMOSPHERE



ATMOSPHERE



7A



6C

TRAVELEX



7B

< TEXTURES



7B



7B

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