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fresh ideas.



be inspired. be surprised.





## About us

Have you ever wondered who supplies many top retailers on the High Street with everything from complete window and interior schemes to props, mannequins and POS/props for promotional events throughout the year?

The chances are it's us...



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## what we do

- Complete visual merchandising solutions
- Design with European and Far East Manufacture
- Project management
- Bespoke mannequins and forms
- Decorado off the shelf display props
- Christmas and seasonal schemes and decorations
- Trend spotting and inspirations
- Worldwide logistics management
- Strict sustainability and environmental policies







## our clients

Some of the biggest names on the high street have trusted us for decades...

From bespoke 'one off' displays to a complete concept for a large retailer with over 700 outlets, our state of the art prototyping and manufacturing systems together with our tightly controlled logistics procedures, enable us to design, produce and deliver, precisely and efficiently for all our customers.

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Every year, we are delighted to be put to the test at Barthelmess, in manufacturing for M&S based on their initial thoughts and ideas.

From M&S's initial sketches, we produce detailed visuals and drawings, which are followed up with prototypes constructed in our studio and the M&S mock store, in anticipation of the go ahead to manufacture. It can often take many months to get the look required 100% correct, but by the end of the process, we consistently create completely original schemes together, that both ourselves and M&S are extremely proud of.



Although a challenge to design, produce and project manage, 2012 was one of the most successful schemes across the complete M&S portfolio of stores in the UK and International.

**Right and below:** The bell chain and chandelier scheme utilised all our skills from wood to aluminium moulds to vac forming, printing and engineering, which resulted in a stunning commercial scheme which the M&S customer loved.



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La Rosa made a selection of fantastic masks for the mannequins in all Oxford Street stores.



NEW LOOK



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We delivered a stunning scheme for New Look in 2012 featuring huge mechanisms, giant cogs, bling, glamorous blacks and golds, jewels, gold rope and opulent printed backgrounds.

Prior to New Look's visit to our studio to work with the prototypes, we started on making moulds for all the cogs and screens for the components, together with prints and accessories including the jewels and ropes.

New Look's visit achieved the completed clock and mechanism by working with us to arrange all the components into a shape and design they were completely happy with. We then made the finished prototype work on a stand, for 1.2m, 2m, and 3m diameter clocks together with a 5m clock destined for large flagship stores. We are also very proud to have made a one off clock for Newlook Oxford Street where the hands actually moved...





We are extremely proud of the work we have produced for NEXT in recent years.



Our giant bauble scheme in particular, is still talked about within the industry by retailers and suppliers alike...



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next





Premium mannequins can be produced and delivered extremely quickly from Italy, Worldwide.



## LA ROSA

Founded in 1922, La Rosa Italy has carved a highly regarded reputation as one of the premier manufacturers and designers of display mannequins in the world today.

La Rosa's core mission has been to produce innovative products that are stylistically and artistically ahead of their time, an aim they have achieved again and again over the decades for high profile clients across the globe.

Working with La Rosa, we offer a unique mannequin range spanning nearly a century, resulting in hundreds of moulds and sculptures and thus a vast amount of collections to choose from.

Based in Milan, La Rosa operate from a state of the art production plant, that despite its huge production capacity, boasts a carbon neutral footprint.

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We can bespoke a mannequin for your brand, by mix and matching from existing moulds, or by making new sculptures and moulds, so the mannequins are completely exclusive to you.





CNL has grown steadily since 1989 to become trusted by some of the world's best known brands.

## CNL *mannequins*

With a focus on innovative design, CNL mannequins offer significant cost savings without compromising on quality.

Based in California, CNL produces quality Polyurethane and Fibreglass Mannequins and forms worldwide. CNL has sole ownership of its own Factory in China, with an expert team of designers and sculptors.

We offer Custom Design and Development with free prototyping and samples, fast turnaround and reliable service with worldwide logistics.



CNL produces and provides high quality, fashionable mannequins in a huge variety of styles and finishes.





# Design and inspiration



16 Above: New Look 2013 Visuals and final scheme in store

Whether you would like us to help you develop an idea or concept of your own, or if you would like to create a complete scheme from start to finish, we can help.

Our design, display, prototyping, project managers and logistics team will be happy to work with you to create the perfect solution for your store chain or department store requirements.

We will develop, by way of a collaborative creative process, tailor-made and precise visual design concepts for you, to meet your exact requirements. From 2D and 3D visuals of the concept in its early stages, right through to visuals, pre-production prototypes and sign off samples, our experienced team translates our clients' ideas into reality.



Above and overleaf: George at Asda 3D visuals and final scheme in store

# George.

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Many customers thought this was a new product range. It was actually the same clothing innovatively displayed.







## Inspiration

Our trend spotters observe people's lifestyles, visit art galleries, exhibitions and design shows around the world. They even visit the trendiest of neighbourhoods in major cities to get the inside track on the very latest street styles.

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Everything we gather is realised in the form of regularly updated displays within our showrooms.

Consistently six months ahead of the coming season, they are always ready for you to visit for ideas and inspiration.

A visit is always highly inspiring and extremely productive. Pre visualisation comes to life in a visit to our showroom, as it's normally used by retail display teams as a pre diagnostic of a scheme including full prototypes ready for you to see and work with, which can be changed and re worked during your visit.

We can then implement them in an authentic shop window and test their impact in advance, providing pre production samples for you to test and sign off.







## manufacturing

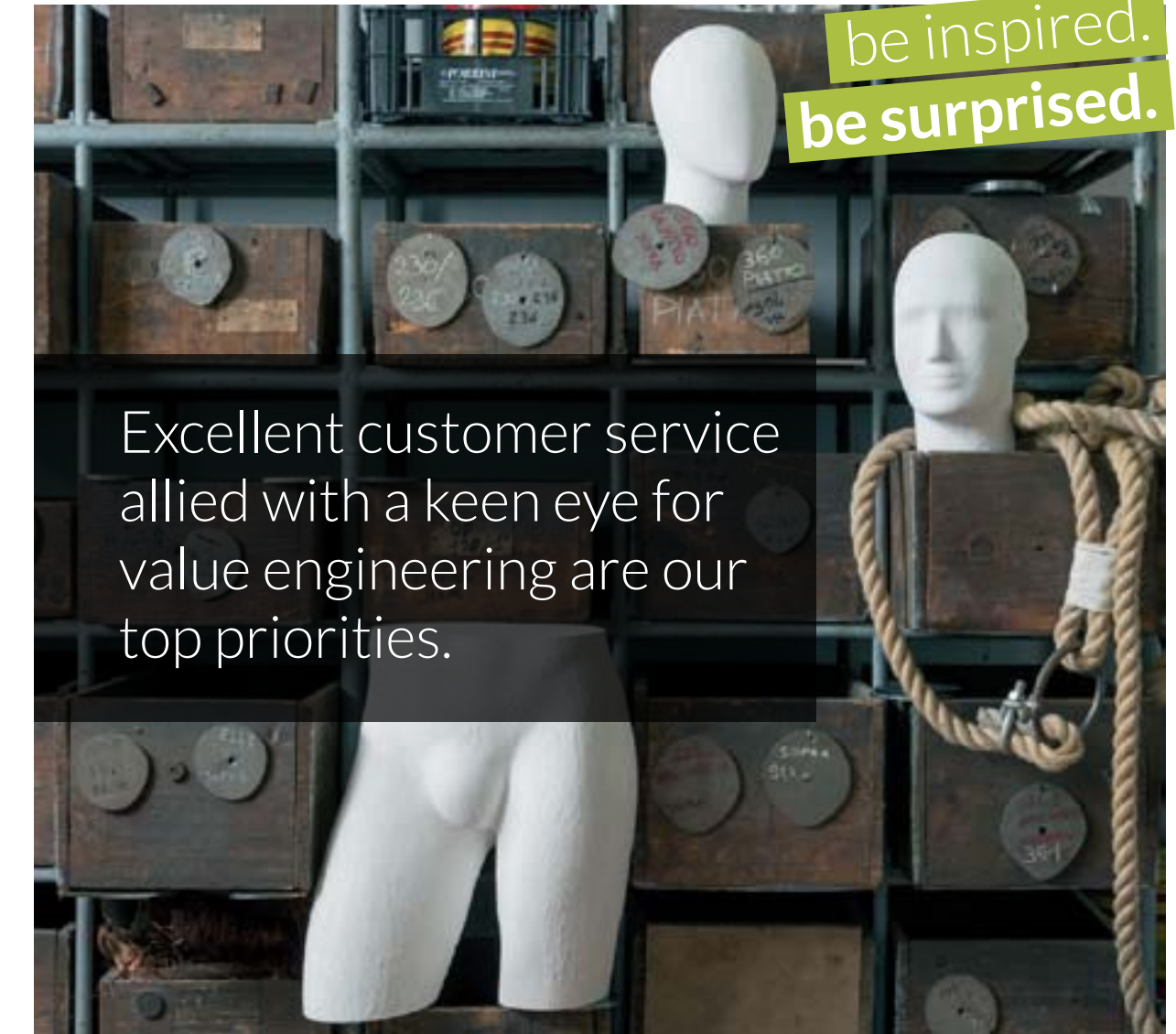
Our comprehensive production expertise has enabled us to support customers throughout Europe with innovative and high-quality solutions for decades.

From small-scale to high volume projects, our state of the art manufacturing systems and processes allow us to design and produce precisely and efficiently on your behalf, both here in Europe and in the Far East, enabling us to meet tight delivery schedules.

Where goods are manufactured in the Far East, they are always quality checked in Europe before they are forwarded to the UK. We never ship direct from China to the UK, which means no scary surprises when opening our cartons...

Excellent customer service allied with a keen eye for value engineering are our top priorities. Combined with efficient project management and strict quality control procedures, we'll meet your expectations, your rollout schedule and your budget every time.

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# Eco-sustainability

Sustainability in visual merchandising - an integrated perspective.

Display window designs and theme-related settings at the POS are the shortest-lived elements in a functioning shop layout. However, a concept is by no means environmentally friendly simply because it is designed using sustainable materials.

Numerous factors affect the ecological balance of a visual merchandising solution. Success can only be guaranteed by an integrated concept which takes into account the whole course of the project, and accurate project control from a single source.

Under the name **ECO Line**, Barthelmess tests individual concepts for their environmental compatibility according to comprehensive criteria, and offers visual merchandising which puts significantly less stress on our environment.



Caring for the environment is a top priority.

**La Rosa** maintains a comprehensive approach to environmental sustainability. Each step in the mannequin life cycle is analysed with the aim of reducing its environmental impact including raw materials, manufacturing, shipment and use, durability and maintenance, scraps and recycling. Nearly half of the material used by La Rosa is recycled, thus saving 700 kilos of oil and preventing the emission of two tons of carbon dioxide into the atmosphere.

High-quality surplus plastics are reused and re-introduced into the production process. Similarly, at the end of their life span, La Rosa mannequins are reused in new production. Thanks to a modern post-combustion plant, harmful emissions are kept under statutory thresholds. Cooling towers use only recycled water, power is sourced from solar energy and alternatively-produced energy supplies drying processes.



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**La Rosa** are privileged to have been awarded the M&S '**Plan A**' award in **2011** and **2012** for eco-production.







Featuring a range of over 6,000 themed items, the Decorado® catalogue from Barthelmess, includes a huge selection of props, POS and visual merchandising equipment.

If we don't have exactly what you need, we'll source it or make it for you!



**decorado**

CALL US ON 01234 241822  
e: [lucie@barthelmessuk.com](mailto:lucie@barthelmessuk.com)







## Barthelmess Giant Trees

Giant trees make an unforgettable impact during the Christmas season, can be capitalised over at least five years and decoration changed each year from revenue.

Our giant trees can be delivered with customized lighting and decoration, although many customers purchase trees to decorate themselves year after year.

Through sophisticated manufacturing processes, our tree branches are produced at a consistent length, which means your tree can be expanded to any height in subsequent years from the ground up.

This leads both to efficient assembly and disassembly times with low installation costs, together with streamlined logistics and warehousing.



Much more than just artificial Christmas trees.

**Barthelmess trees set the standard across the world.**

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