CREATIVE CONCEPTS & DESIGN

We take clever ideas and turn them into well executed campaigns

From shelf wobblers that draw attention to your products and innovative ideas for product sampling, through to designing large-scale brand activations or creating a showstopping trade stand, we'll translate your brief into eye-catching results that engage your target audience.

And although the process begins with letting our imaginations run wild, the budget is always carefully considered…. we work with global providers to get you the best price and quality. And then we manage the entire production process, so that you can focus on your core business.

CUSTOM RETAIL DISPLAYS

We have a wealth of experience in the retail environment including designing and printing bespoke display stands, impulse bins, promotional arches, custom shelving, aisle end displays, FSDUs, towers, bins, and counter displays.

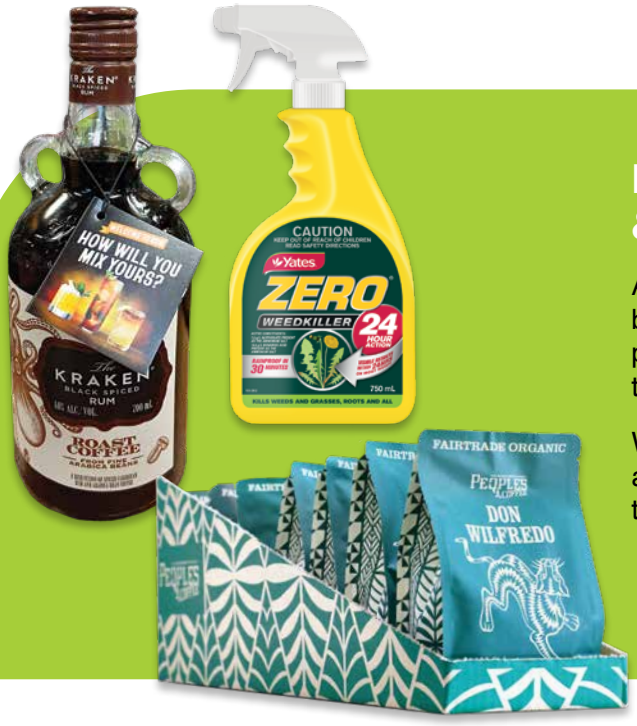
We believe that truly great design not only considers the practical realities of the display environment but also offers some flexibility.

As an example, why create a stand for a single product when with a bit more thought, you can produce something that works for your entire product range?

SALES & MARKETING COLLATERAL

Brandspec can also help with the design, printing, and distribution of marketing collateral to support your promotions.

We produce leaflets, catalogues, brochures, flyers, gift cards, loyalty cards, vouchers, coupons, presentation folders, sample boxes, gift cards and everything else you need to tell your clients and theirs about your promotion, products, and services.



PRODUCT PACKAGING & RELABELLING

Are you launching a product in New Zealand that's already being sold overseas? We can work with you to ensure your packaging conforms to local laws and regulations, includes the local language, and is culturally sensitive,

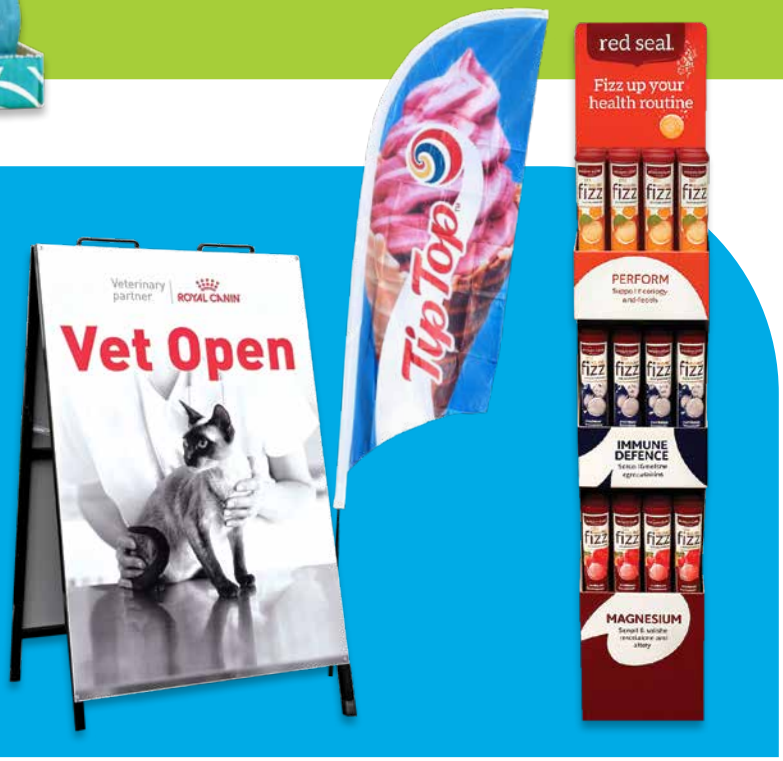
We can redesign and/or relabel your product packaging, and add stickers, neck tags or other embellishments to suit the New Zealand audience.

CUSTOM POINT-OF-SALE

We provide a fresh approach to everything you need to create a high-impact display.

Shelf talkers, shelf strips, price tickets, mesh ends, header cards, floor graphics, conveyor belt ads, posters, signage, banners, flags, footpath signs, bollard wraps– we've got you covered.

Incorporating some new technology or hardware? We can even provide how-to instructions or videos to help your merchandising teams build the instore display.



DESIGN & BUILD OF EXPO AND EVENTS

We're known for our expertise in creating inventive stands at food and trade shows, festivals, and offsite activations.

Our dedicated Events Team will design and construct a stunning display, manage the printing and production of the components, deliver your display to site and install it. When the event is over, they'll deconstruct your stand and return it to base where it will be cleaned and repaired as needed before being carefully packed away in one of our secure warehouses throughout NZ or Australia.

You can rebook the stand, or components of it, and any brand assets you have stored with us using our Mobilisar software program.