

customized products

*Express your uniqueness.
Differentiate your brand.*

Milan 2018



Paged

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Differentiate your brand.

Branding is key to winning a customer's attention and building up a valuable relationship. Branding sets the stage for being exclusive, relevant and memorable. It's all about having a unique story to share with your audience. To have a strong brand means to be both easily recognizable and desired by consumers.

According to Martin Lindstrom, a brand could be communicated and also noticed by all the senses, so the target consumer can really 'feel' what the brand is all about. At Paged, we have always believed that furniture can be a valuable asset in improving end-customers brand awareness. Today we are proud to present a unique and innovative service for customizing furniture just to emphasize your brand's uniqueness and core values.

duocolor



2 colours are always better than one.
Special laminate comes in 2 standard colours: white and anthracite, but different tones are also available.



laminate



available colours

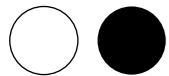
duocolor



Duocolor can also be provided with black or white finish foil applied to the seat and back to make any corporate space more elegant and at the same time relevant to your brand's colour scheme.



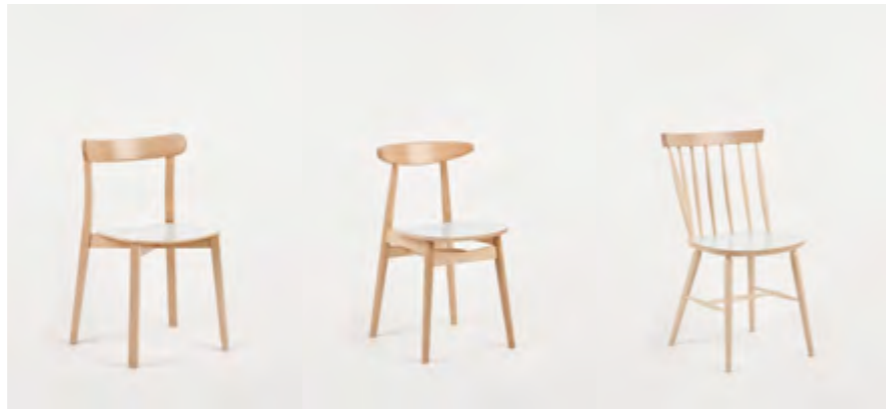
finish foil



available colours



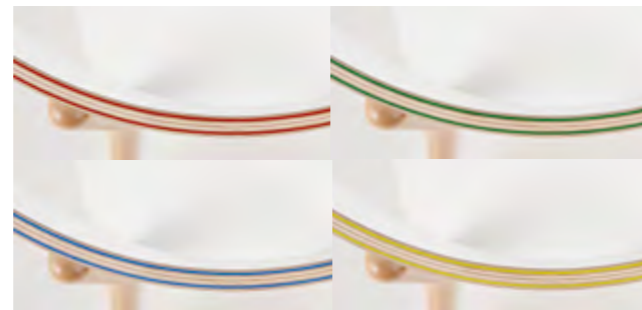
available prints



inner stripes



Colour really matters. A unique colour palette is one of the most recognizable and valuable brand assets. You can emphasize its meaning by using tiny inner stripes in any and all the plywood elements. They can be produced in many popular colours, including also your brand's primary one.



customized prints



You can use our standard chair models to communicate your brand's values. If there's something important - why shouldn't we print it on the chair's seat? Brand's logo, tagline, photos of new product - let the audience notices your message!



embossing



In some situations you may want to keep natural wood colours for finishing your furniture. Embossing logos or taglines on the seat is an ideal compromise between communicating brand values and keeping natural wood colours visible at the same time. It's also an opportunity for a brand to engage haptics to its communication.



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