

# JOURNAL



2024

IMPULSE VICENZAORO

SUSTAINABILITY

ALL-IN-ONE-SOLUTIONS

INDUSTRY PROJECTS

PRODUCT LABELS



NORMAN BÄCHTOLD  
HEAD OF STRATEGY & DIGITALISATION  
KLING GMBH

At KLING, we are experts in promotional product presentations. We offer our clients bespoke solutions grounded in decades of experience. Our primary goal is to drive and enhance sales success at the point of sale.

With our extensive range of presentation displays, packaging, showcases, shop-in-shop solutions, cases, decorations, and brand stands, we provide everything you need from a single source. Our significant manufacturing depth at our Germany-based facility allows us to respond flexibly and promptly to your needs.

**Our Philosophy**

The value of our solutions is created through collaboration with our clients, whose wishes and ideas directly influence the design and development of our products.

We are committed to producing high-quality, durable products under environmentally friendly conditions that meet your expectations while conserving resources.

**Looking to the Future**

We remain closely attuned to the market, identifying trends and recognising opportunities to meet the expectations placed upon us. A foundation of partnership and a perspective of sustainability guide our path to success.

OUR STRATEGY FOR  
GREATER SUCCESS AND

# MORE SUSTAINABILITY



We generate electricity from solar energy. To date, our photovoltaic system on the company building has saved 640 tonnes of CO2. For heating, we utilise waste heat from our production processes and gas, eliminating the use of heating oil for several years now. We are continuously working towards making our production processes at the Birkenfeld location climate neutral.

**WE PRODUCE WITH LOW CO<sub>2</sub> EMISSIONS**

**WE USE ENVIRONMENTALLY FRIENDLY MATERIALS**

Sustainability can be highly complex as well as extremely simple. Colours and paints should not only deliver a very good, homogeneous colour result and be easy to process, but in the best case, they should also be environmentally friendly. Therefore, we use types of paint that contain significantly fewer volatile solvents, protecting both the environment and the health of our employees.

**WE PLANT TREES**

Our environment and nature are very close to our hearts. That is why we are a proud tree sponsor of PLANT-MY-TREE. By sponsoring 50 trees, we are making an important contribution to environmental and climate protection through CO2 compensation and supporting reforestation projects in Germany.

**WE USE RECYCLED PLASTICS**

The pollution of the oceans is evident. We are taking action by using recovered and recycled plastic to manufacture new products. For the collection and processing of these materials, we rely on the professional work of Tide Ocean SA.

**WE RECYCLE OUR MATERIALS**

Reduce. Reuse. Recycle. Throughout the entire value chain, waste is inevitably generated: at suppliers, in production, during transport, and at our customers' sites. In all areas, we actively work to reduce waste to a necessary minimum, constantly increase our recycling rate, and find solutions that improve the capability and use of recycled materials in our products.



GET TO KNOW OUR PRODUCTION ONLINE

**EXPERIENCE A FAST-PACED TRACKING SHOT**

**Experience Kling's Working Areas with a Drone Flight**

With this unique one-shot video, we take you into the world of manufacturing high-quality presentation products. Gain insight into our premises and discover the impressive variety of people, machines, and materials.

As an experienced manufacturer of product presentations in Germany, we bring your ideas and wishes to life at our production facility in Birkenfeld near Pforzheim, from the initial design to the delivery of the finished products. Made in Germany.

**Can't be Done - Doesn't Exist! Or: Where There's a Will, There's a Way! It's not just our decades of experience, but also our passion for creating solutions and innovative approaches. This is what we live for and what our customers appreciate.**



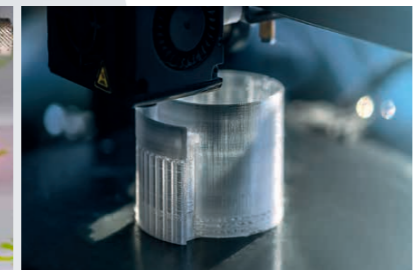
MARKUS BÄCHTOLD  
CEO KLING GMBH



Product design and technical drawings on CAD form the basis for new products.



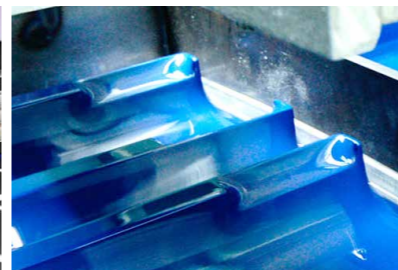
Laser and water jet cutting make us fast and flexible in processing.



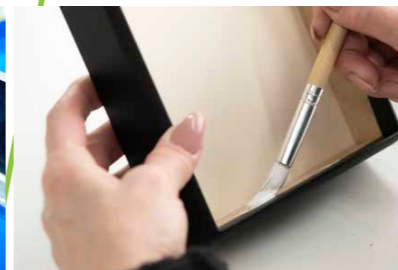
Initial samples are essential and showcase new products in three dimensions through 3D printing.



Exciting surfaces are customised with high-quality digital printing according to client requirements.



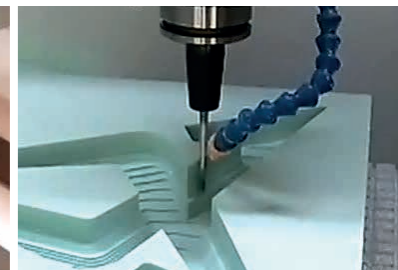
Thermoforming and injection moulding are perfect for the series production of plastic-based products.



High-quality covering materials with luxurious surfaces require skilled craftsmanship and experience in processing.



Industrial coatings provide visual and tactile perfection for high-quality products.



CNC milling is ideal for the production of tools as well as the machining of workpieces.



CLIENT PROJECT SCABAL  
PRESENTATION CASE FOR HAUTE COUTURE

This is how product presentation works at the point of sale. The Belgian men's outfitter for customised suits and high-quality business clothing commissioned a specially designed presentation case. Inside the case, there are presentation trays with magnetic fasteners for cufflinks, buttons and accessories. High-quality boxes with gold embossing of the brand logo and a specially produced folder for the exclusive textile samples complete the presentation programme in the high-class range.



CLIENT PROJECT HYT  
COMPLETE PROGRAMME FOR HIGH-CLASS WATCHES

The Swiss company HYT WATCHES has been relying on our quality products for years. The corporate design, featuring bevelled corners in chocolate brown, has an exceptionally high-quality and striking appearance. The presentation programme includes a window display with separate padded watch clips, a presentation tablet, a wooden box with high-quality surface finishing and front opening, as well as various presentation trays and gift boxes – all branded with a striking, high-quality embossed logo.

# ALL-IN-ONE SOLUTIONS



CLIENT PROJECT BINDER  
COUNTER DISPLAY CASE FOR CHAIN PRESENTATION

A top-class showcase featuring two oval curved glass panes and a rotatable base made of fine wood in a diamond shape is a striking eye-catcher in any showroom. A partial photo print further attracts the viewer's attention. The display is designed to showcase the chain range on both sides, allowing customers to view them easily. This elegant form of attractive product presentation includes theft protection.

## INTEGRATED PRESENTATION

PRESENTATION IDEAS AND COMPLETE SOLUTIONS FOR HIGH-QUALITY BRANDS

With our modular displays, elegant packaging and boxes, illuminated showcases, refined shop-in-shop solutions, durable presentation cases, eye-catching brand displays, and decorations, clients can present their collections professionally and convincingly. We offer precisely tailored solutions for high-quality

brands. Perfect staging of premium products, client-oriented solutions, and the creation of experiential worlds are essential components of successful product presentation at the point of sale. With locations and production facilities in Germany, other European countries, and Asia,



we can meet even the most demanding client requirements promptly and competitively. KLING offers complete solutions from a single source – from consulting, design, and initial samples to production, quality control, and shipping – and has been doing so for over 90 years.



For more information and a wide range of product inspiration, visit [www.kling.de/en/](http://www.kling.de/en/)



# SHOW-ROOM

EXPERIENCE OUR PRODUCTS  
LIVE ON-SITE IN BIRKENFELD

### Product Presentation at KLING in Birkenfeld

In our spacious exhibition area of over 400 square metres, you have the opportunity to experience nearly all our products live and even test them directly.

We look forward to your visit and offer you direct and competent advice with a solution-oriented approach. Individuality is a priority at KLING, because every brand is unique!

Visit [www.kling.de/en/](http://www.kling.de/en/) to view our entire product range and select your favourite products.



This successful concept at the POS involved developing a display for presenting trekking shoes in the form of a mountain landscape, complete with a device for attaching a shoe to a transparent holder.

## SPORTS EQUIPMENT - AN EXAMPLE OF SUCCESSFUL PRODUCT PRESENTATION AT THE POS MODULAR PRESENTATION OF TREKKING SHOES

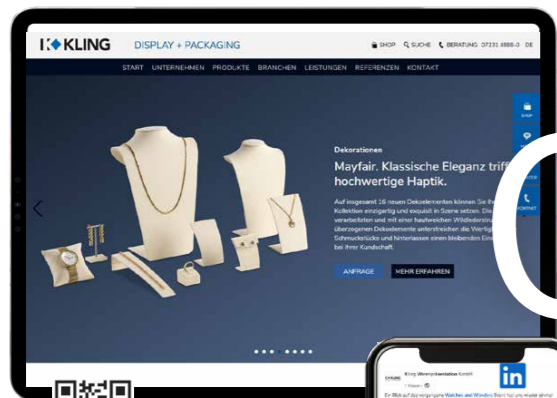
To attract more attention from customers, a modular shop display concept was developed in collaboration with Merrell from Switzerland. This display can be flexibly decorated and equipped with real shoe models. An abstract mountain landscape with printed graphics was designed and produced in Kling's in-house production facility using the thermoforming process.

In our production facilities, we can mould a wide variety of plastic materials into the desired shapes. Customised production is possible at Kling, even for small batches. Square wooden cubes were also designed to complement this modular decoration, serving as eye-catchers at the point of sale.



Management and Sales Kling Swiss

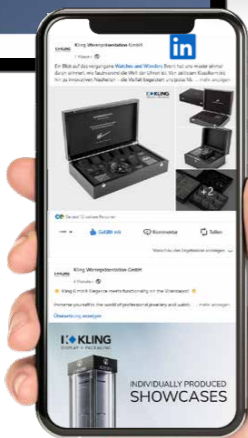
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Boschung@kling-swiss.ch



WEBSITE + ONLINE SHOP



NEWSLETTER



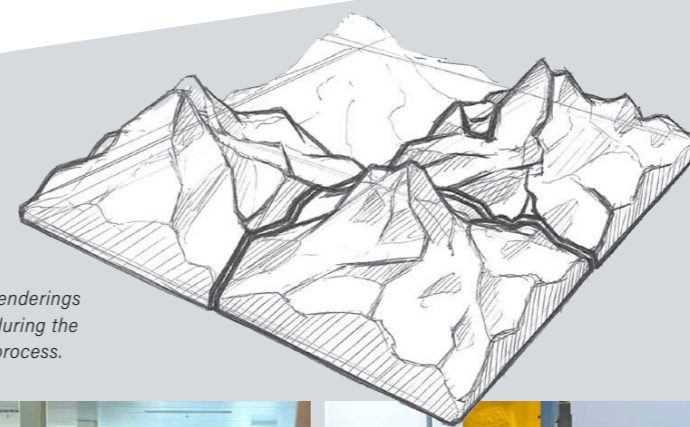
LINKEDIN

# ONLINE

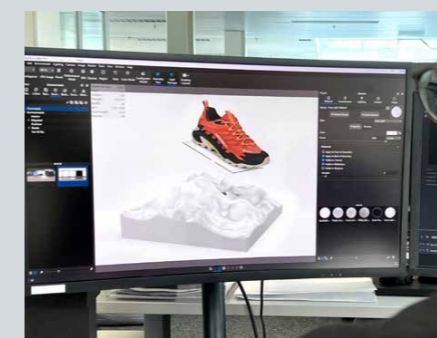
DISCOVER OUR WEBSITE  
FOLLOW US ON LINKEDIN



DOWNLOAD CATALOGUES



CAD and 3D renderings were utilised during the development process.



## PRODUCT DESIGN AT TABLO DESIGN MODERN DESIGN DEVELOPMENT

### In good hands from design to series production

The individual components of the POS display, in the form of a stylised mountain landscape, were uniquely designed and produced at Kling.

These components were developed in collaboration with the client, refined through several development steps and test applications, and given their final look for the promotional trekking shoe presentation.

The design concept and technical development were realised by the in-house design agency, TABLO Design. During the development process, feasibility, realisation, and logistics were considered alongside design and ergonomics.

In production, the 3D display was moulded into the desired shape and manufactured in series. The thermoforming process can also be used to produce customised small series upon request.

The finished display creates a high-quality and eye-catching product presentation, allowing the interested end client to immediately recognise the unique atmosphere of the trekking products.

Further information on product design development: **Tablo Design** Agentur für Gestaltung - Carl-Benz-Str. 14-16 - D-75217 Birkenfeld - phone: +49 (0)7231 4888-846 - E-Mail: [service@tablo.de](mailto:service@tablo.de)

CLIENT PROJECT AOYAMA  
**DISPLAY FOR WATER SPORTS EYEWEAR**

This acrylic glass display for the F2 brand was developed specifically for the client. It provides the brand manufacturer with a crucial opportunity for differentiation at the POS. The special feature of this display is the clarity of the back panel and a transparent, removable water container on the base plate to demonstrate the floatability of the sample glasses. The individual components were laser-cut and precisely assembled. Production, including delivery, was carried out in-house.



Contact for displays and presentation systems for the optics and acoustics industry

MICHAEL KRAUS | SALES  
 Phone +49(0) 7231 42 80 89-95



CLIENT PROJECT STARKEY  
**PRESENTATION DISPLAY FOR HEARING AIDS**

The hearing aid manufacturer STARKEY has been relying on our quality products for years. Recently, a round free-standing display was produced for the market launch of the new NXG hearing aid series. All hearing aids are presented on a round disc, making them clearly visible and easily removable. The display is made of different coloured acrylic glass with a stand, providing an ideal, compact form of attractive product presentation.



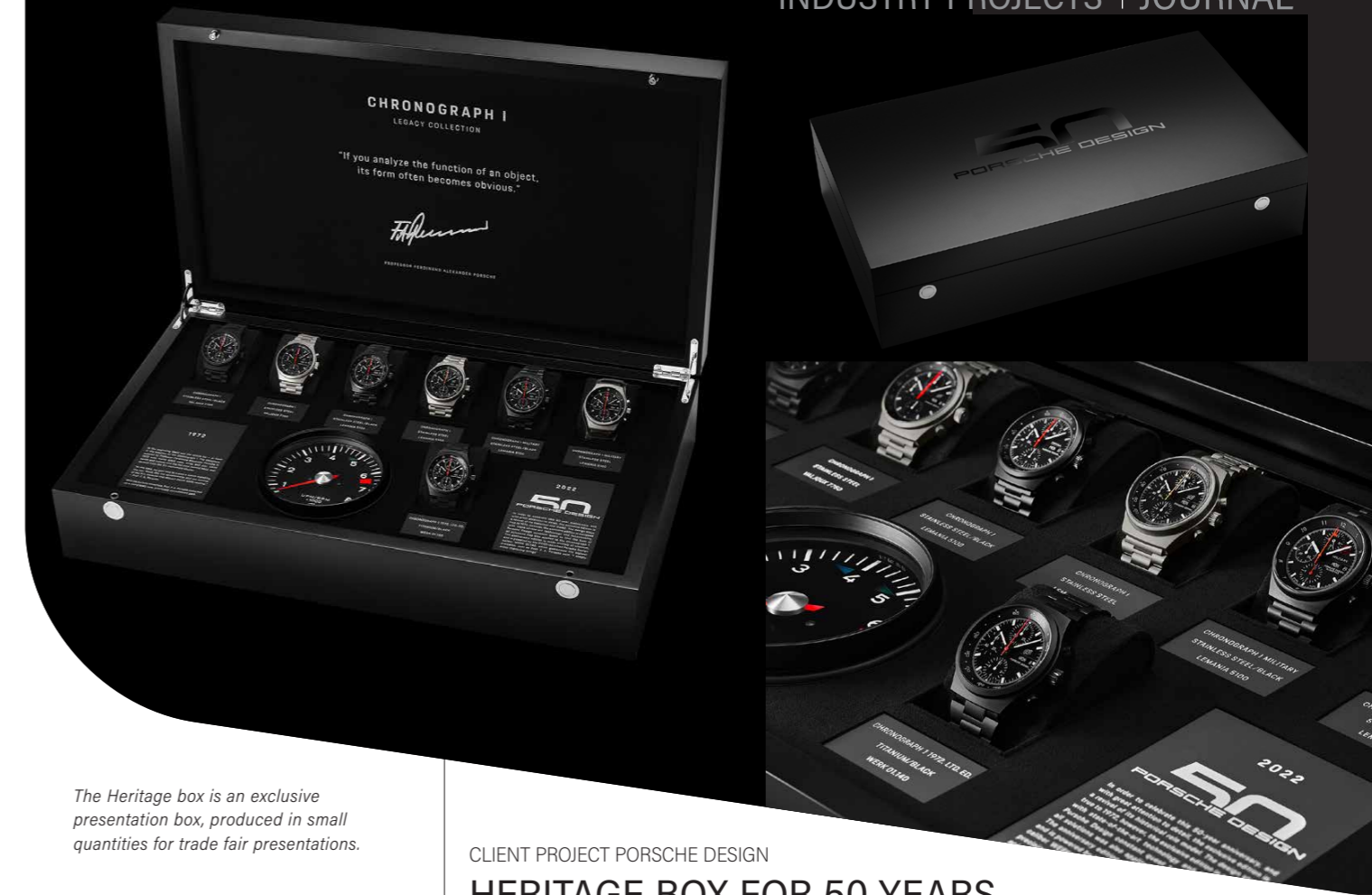
Contact for displays and presentation systems for the cosmetics and sports industry

SALVATORE CAMPISI | SALES  
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CLIENT PROJECT JANSSEN COSMETICS  
**PRESENTATION DISPLAY FOR COSMETIC AMPOULE SERIES**

The concept of the stepped arrangement for better visibility of the six product variants is the key feature of this acrylic glass display. Another advantage is the sustainable, reusable design in a neutral white colour. The display has a very compact shape to save space in stores. The removable, transparent back panel allows for the exchange of changing advertising motifs.

The entire structure, with its staircase-like arrangement, is stable, and the material is precisely laser-cut, moulded, and accurately glued. The displays are delivered in shock-resistant, compact packaging and are pre-assembled with essential shipping labels. This enables just-in-time delivery without the need for repackaging. A successful example of attractive design and intelligent logistics.



The Heritage box is an exclusive presentation box, produced in small quantities for trade fair presentations.

CLIENT PROJECT PORSCHE DESIGN  
**HERITAGE BOX FOR 50 YEARS OF PORSCHE DESIGN WATCHES**

PORSCHE DESIGN has valued the efficient collaboration with KLING for many years. A highlight of this partnership was the production of this high-quality collector's box for luxury watches, created to mark the 50th anniversary of Porsche Design. This collector's box features a matte black lacquered solid wood construction with a precisely cut foam insert and removable fabric-covered watch holders. Each watch model is accompanied by a separate, individually printed label plate. Two printed label plates, a cushioned cover, lining with imitation suede, and printed design complete the overall look of the interior. High-quality, flat snap fasteners and a high-gloss print on the lid give the presentation box an extremely elegant, sleek appearance.

Kling's well-equipped production facilities enable a wide range of production options for packaging high-quality luxury products in an aesthetically pleasing and brand-appropriate manner. As specialists, we develop and produce luxurious packaging for our clients from high-quality materials, precisely tailored to each product.

Another highlight is this PORSCHE DESIGN consultant box, which supports the configuration of an individual watch in the Porsche Centres.



Contact for displays and presentation systems for the jewellery and watch industry

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 Phone +49(0) 7231 4888-40



The finished collector's box in production.

Assembling the foam insert

Fitting the watch holder and the cover plate

# DISCOVER NEW IMPULSES AT VICENZAORO

VISIT US AT OUR EXHIBITION BOOTH

VicenzaOro 2024 will take place once again in Vicenza, Italy, from 6 to 10 September 2024. As Europe's leading jewellery, watch, and gemstone fair, it offers an excellent overview of popular designs, current trends, and product innovations.

We at Kling GmbH will also be present as exhibitors (this time at a new location due to construction measures by Messe IEG) and look forward to an interesting and productive exchange with you!

Learn about our innovative product presentation possibilities with showcases, modern display variations, high-quality presentation trays and boxes, and much more.

Look forward to inspiring ideas for your business.



WE ARE ON SITE

6-10 SEPTEMBER 2024

VICENZAORO ITALY

HALL 10 | Booth no. 142

## NEW 3D STUDY

PREMIERE OF NEW PRESENTATION BUSTS

Prototyping new bust models for production using the 3D printing process. Spectacular in both design and production, the manufacturing industry is undergoing significant change. While prototypes used to be built, sanded, cut, or punched through a long and costly process, 3D printing now makes this process more efficient: with new 3D printing technology, the material is printed or fused from a single piece.

This new type of bust study consists of a highly filigree frame construction with a three-dimensional cavity structure that could not be realised using other manufacturing methods. The result is an incomparable appearance for jewellery presentation, with integrated interior lighting.

This project is currently under development and will be available to order soon. If you are interested, please subscribe to our newsletter, and you will be the first to receive information about availability. Visit [www.kling.de/en/](http://www.kling.de/en/)



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