



EYE CANDY VISUALS

BRANDING
BACK TO
LIFE!

Eye Candy Visuals Pvt. Ltd.

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Eye Candy Visuals has been at the forefront of retail visual graphics and props production for the past 20+ years, excelling in all aspects of branding, execution and logistic support...

“We are more than just print. While you remain engaged in your core activities, we execute and deliver your marketing programs across the country.”



We help DELIVER on your brand promise. Your executed environment becomes a showcase, beautiful to look at and connecting with your customers, building brand loyalty.

Our range of services and products include;

- Store window roll outs
- Space & In-store graphics
- Large fabric installations
- Props production & fabrication
- Custom wallpapers

- 10 feet roll-to-roll UV printer
- Mimaki flatbed printer
- Epson Surecolor printer
- HP Latex 570 printer
- Eco-solvent printer
- Acrylic cutter
- CNC router
- Vinyl cutter

along with 40+ motivated & committed people working out of our 18,000 sq. ft facility to deliver your projects.

“Our new generation state-of-the-art machines are important, but so is the human factor.

Our managers, systems artists, printer operators, fabricators, workers and on-site installers have over the years developed an intrinsic understanding of what a customer requires.”

The Framework behind our Deliverables



Clients who love our work and keep coming back for more...

- | | |
|--------------------|-----------------------|
| - American Express | - Reliance Industries |
| - BMW | - Ritu Kumar |
| - Costa Coffee | - Skechers |
| - Hamleys | - Titan |
| - Home Centre | - Tim Hortons |
| - Marks & Spencer | - Under Armour |
| - Pizza Hut | - US Polo |
| - Puma | - Wow Momos |
| - Pantaloons | |

Our 3 Steps to Project Management

1. Transparent costs
2. Product quality
3. Timely execution

Our 4 Pillars of Seamless Execution

1. Material R&D and Cost analysis
2. Prototyping & Development
3. Production, Shipping / Logistics
4. Installation

01

Marks & Spencer : Revamp of Store & Window Modular Elements

02

Under Armour : Effortless Execution of The Rock Campaign

03

Skechers : Ride9 Campaign

04

Reliance Trends : Creating the Butterfly Effect for Spring '22 Campaign

05

Vero Moda : Refreshing Makeover for Summer '22 Campaign Store Windows

06

Hamleys : Up Above the World so High Clouds Wallpaper Installations

07

Bajaj : An Electrifying Pulsar Launch Installation

Customer Case Studies



01

Client Case Study: Marks & Spencer - Revamp of Window & Store Elements

Challenge: To produce, ship and install 400+ multi-material, re-usable modular elements for its store windows across North & East India. Time frame for production and installation - 2 months.

Materials used: Wood, MDF, Stainless Steel, Polycarbonate sheets, Honeycomb, duco painted structures with 3D texture.

Outcome: We not only met our client's expectations but also surpassed them, owing to which, they continue to trust the services that we offer



02

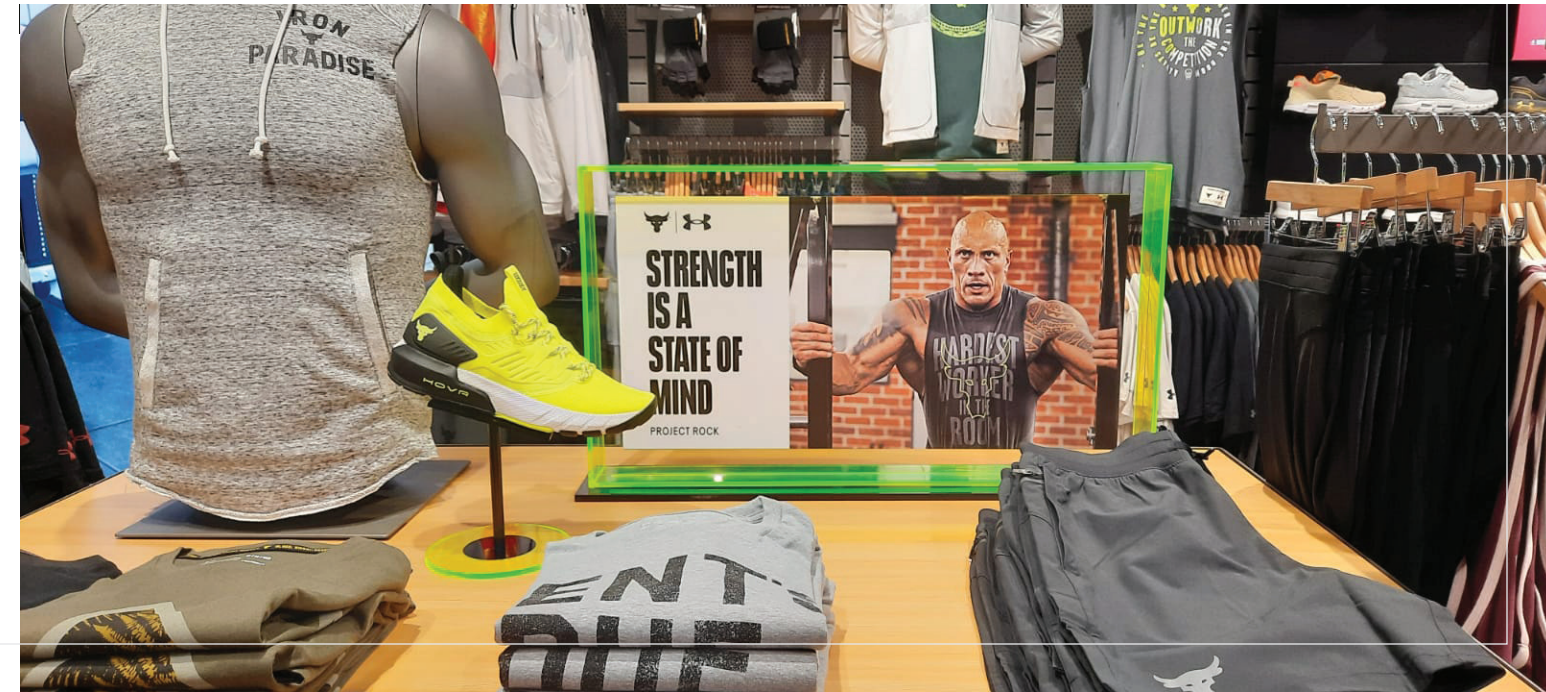
Client Case Study: Under Armour - Effortless Execution of The Rock Campaign

Challenge: To create multiple props for all 20+ stores across India in clear transparent acrylic and to keep the adhesive visibility on the joints to a minimum.

Process: A lot of R&D went into the selection of the exact adhesive which would leave the least amount of marks on the acrylic.

Outcome: Only after we delivered upon the client's expectations, was production initiated. Each and every prop had an impeccable finish that was instantly approved by the client.

All these elements were then packed, shipped and installed at all UA stores across India.



03

Client Case Study: Skechers - Ride9 Campaign

Challenge: To create 3D letters in a rarely used product called Styrofoam. The product is available in only 4” height and the client required the letters in 30” height. The material is fragile and vulnerable to damage.

Process: Prototyping of the letters and getting the structure right, before starting with production. Cutting, multi-layering and duco painting the letters in Styrofoam.

Materials used: 3D Styrofoam letters, MDF box with LED lights, Acrylic stands.

Outcome: The end result was an absolutely flawless campaign that took place with all the client-approved elements in place. All these elements were then packed, shipped and installed to 15 stores in North India.





04

Client Case Study: Reliance Trends - Creating the Butterfly Effect for Spring '22 Campaign

Challenge: To engineer a electrical mechanism wherein the huge wings of a butterfly would flap behind the mannequin. We were given only a week for presenting a demo.

Process: Our team went through the entire process of engineering, timing and ensuring that the huge MS wings with fabrics and LEDs would flap in a slow and synchronised manner.

Collaterals produced: MS structure with LEDs and fabrics with a mechanism to flap the wings.

Outcome: A total of 8 jaw-dropping butterflies were made for the outlets across Delhi-NCR. The fabrics and LED lights were aligned in such a way so as to bring them alive. Each and every element of the design complemented each other

05

Client Case Study: Refreshing Seasonal Makeover for Vero Moda Summer '22 Campaign

Challenge: To produce 50+ store windows across India for their Summer collection within a month, the challenge being that this project included a number of props and elements which had to be fabricated in a variety of materials.

Collaterals produced: 7' diameter MS powder coated rings with neon lights, acrylic backdrops, MDF podiums, duco painted artificial plants.

Outcome: All the props and the elements had refreshing, summery vibes that made for a perfect seasonal makeover. These elements were then packed, and shipped to all stores across India.





06

Client Case Study: Hamleys - Up Above the World So High Clouds Wallpaper Installations

Challenge: To print on demand, cloud designs on non-woven wallpaper which are as large as 20' feet across and install them in all NSO's of the client across the country.

Process: We built up a network of wallpaper installers across India so that the client does not have to pay for transport of installers from Delhi. Production is done on demand within a couple of days and wallpapers are dispatched.

The wallpapers have to be installed on MDF structures on the ceiling at the outlets which makes it a tiring and tedious process.

Outcome: However impossible it may have seemed at the beginning; the end was a perfectly organized outcome. Our client is on Cloud 9 and so were we!

07

Client Case Study: Bajaj : An Electrifying Pulsar Bike Launch

Challenge: To set up multiple installations across North India within 2 weeks. Challenge being that the elements were highly technical, large and complicated.

Materials used: Neon LEDs, MS powder coated mesh structures, Fabrics, Acrylics.

Outcome: We did not let technical complexities get in our way. With the expertise and experience of our team, Bajaj Pulsar had a pulsating launch, with all the elements surpassing the client's expectations.





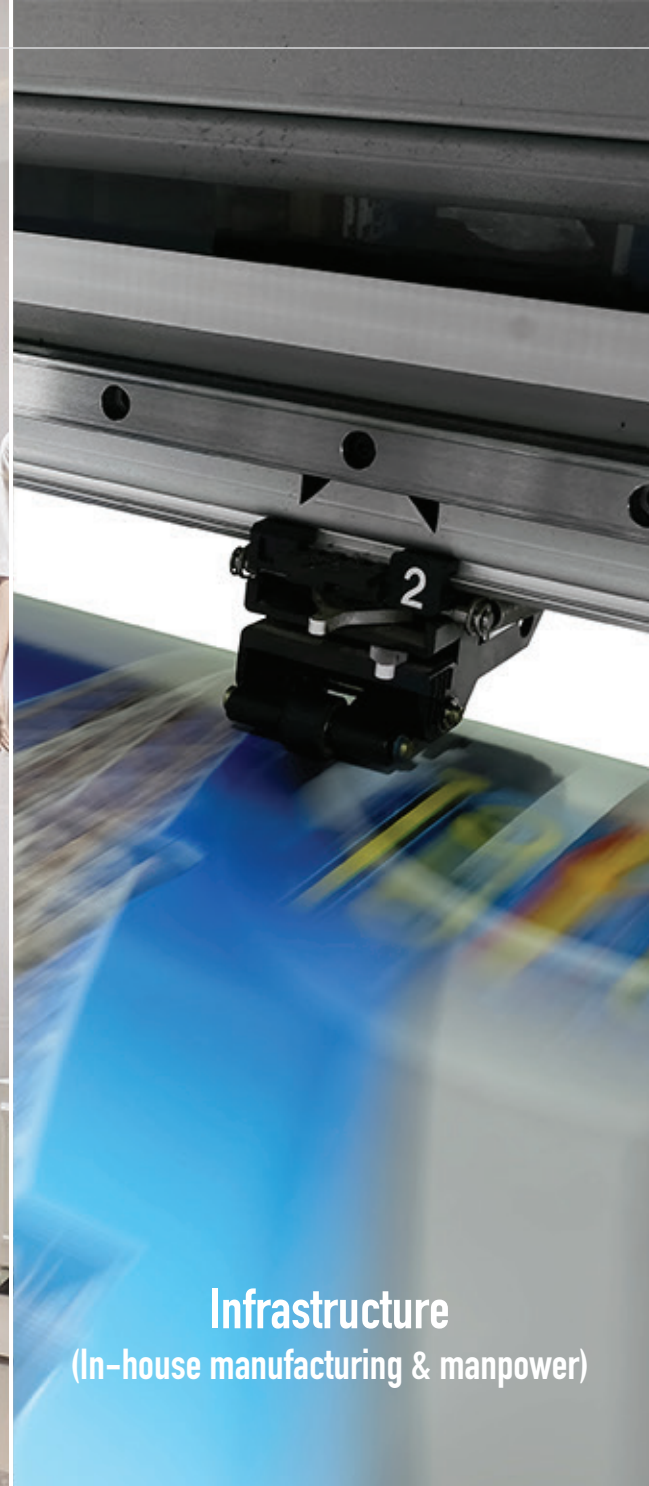
Large Format Fabrics
and Prints



Multi-material Props



Window Displays



Infrastructure
(In-house manufacturing & manpower)



Awards & Recognition