



Roca Laufen Retail Branding Case Study

Client Name: Roca Bathroom Products Pvt. Ltd

Task: New Store Inauguration in Coimbatore

Scope Of Work: Fabrication & installation of the following retail elements

- **ACP Signage**
- **In-shop branding**
- **One Way Vision**
- **Photo Frames**
- **Acrylic Letters**
- **Acrylic Sandwich Panel**

Challenge:

Brief Given by Client- 27th July

Deadline for Completion- 2nd August, 7 AM

To execute the entire work in such short span of time, the biggest challenge was to co-ordinate with multiple teams to ensure smooth execution of the entire work before the set deadlines

Result

Client was really pleased with the quality of the work done by the entire team. They even congratulated us for putting up a great show during their inauguration ceremony. In addition to this, Laufen team has further recommended OAP to their management for executing their new brand store in Cochin which is expected to be launched in the month of September.

Client Testimonial

“I am sure it is not too late to thank you & your team for such an effort made with regard to Laufen Branding at Evolve store, Coimbatore. I would like to congratulate you and your team for making a successful event and carried our expectation towards Laufen Branding as per its norms. If you hadn't been willing to serve, some of us would have been there all night. We also appreciate for fulfilling your commitments and could manage to finish the work before deadlines. We hope you will be able to serve us again in our next projects. We as a team sincerely believe that such service builds great working relationships & encourage us to work with your company in our future projects. Appreciate your service on behalf of Laufen team.”

Published by Ms. Yogeshwari, Dy. Manager-Sales (Laufen India)

Images of Execution done at the store

ACP Signage & OWV



In Shop Branding



Acrylic Letters, Photo Frames & Acrylic Sandwich Panel

