



Display might be the *last* chain in your marketing or sales plan, but . . .





But it is the one that **connects** your product  
and your customer, **directly**.





With **10 years experience** in display production

# **Blackbox Indonesia**

has everything you need to built your displays, **effectively**.

Chances are, you've meet some of our displays out there.



By March 2021, we already produced tens of thousands number of displays.



Those 10 years of production forged us to have **two aces:**



## EXPERTISE-NESS

Building a display is more than materials and machine. The real part is to breakdown your beautifully crafted design into **a construction, a buildable one.**

And this is our expertise, where we stand out from our competitor.

Industry knowledge such as raw materials type, type of machines, and other technical knowledge, are only instrument into building the right display. It's all already in our bones and blood.

## EFFECTIVE-NESS ◀

Low hierarchy allows client to get in touch with every decision maker in the production phases.

Armed with experienced team, our work is practical.



SO, WHAT  
DO YOU  
NEED TO  
**BUILD?**

Use our hands!



# Blackbox Indonesia

We could help you in two  
areas:



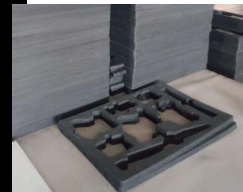
## CREATING END PRODUCTS (DISPLAYS)

- Floor display / FSDU / Standee / POSM
- Movie Standee / Standee / Photo Booth
- Asongan box
- Desktop display / Counter display / COC
- Clipstrip / Clip hanger
- Shelf divider
- Header
- Shelf frame
- Dress-up gondola
- Rak pilar



## SERVICES & OTHER PRODUCTION

- Custom inner protection
- Cutting sticker
- Product dummy
- Custom product hanger
- Gift box
- CNC router cutting
- CNC oscillating knife cutting
- Indoor printing





# END PRODUCTS (DISPLAYS)



## ► Floor display / FSDU / Standee / POSM

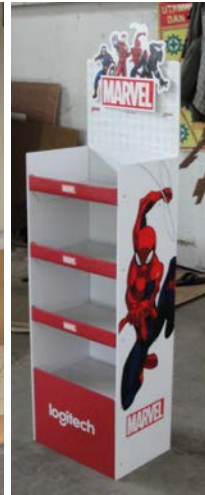
Usually placed in strategic area in store, ideal to target the impulsive buyers to take the affordable little addition to their shopping cart.

### Usage:

Usually used to show product, product demo, and sometimes product education. Longer information usually added in side-printing brochures, or dedicated monitor that loops video.

### Material:

Usually by corrugated paper, corrugated PP board (impraboard, alvaboard), plywood, block board, PVC board, or acrylic.





# END PRODUCTS (DISPLAYS)



## ► Movie Standee / Standee

Usually placed in theater's lobby or around the commercial's area.

### Usage:

Usually to promote a movie, or as photo booth. Sometimes also used for product sampling or education.

### Material:

Usually corrugated paper because of the short lifespan. Sometimes with corrugated PP board if water hazard present. For permanent display usually it is built with plywood or block board.



# END PRODUCTS (DISPLAYS)



## ► Asongan box



Mobile display box to showcase the product with education/interaction with the SPG/SPB.

### **Usage:**

Usually for product sampling/education with SPG/SPB.

### **Material:**

Usually with corrugated paper and corrugated PP board for the light weight properties.

# END PRODUCTS (DISPLAYS)

## ► Desktop display / Counter display / COC

This display take benefits from paying or queuing customer in cashier, because they are placed in cashier area, hence will automatically comes into customer's attention.

### Usage:

Product highlight, product sales/discount, product sampling, product education.

### Material:

Vary from corrugated paper for affordable cost. Acrylic for luxurious touch. MDF for long term and sturdy result. Can be varied with corrugated PP board, foam board, PVC board, etc.





# END PRODUCTS (DISPLAYS)

## ► Clipstrip / Clip Hanger



Display addition that hanged in a bigger display, or in a shelf, cabinet, or another strategic area in the store. Ideal to highlight your product.



### Usage:

Product display, product sales/discount.

### Material:

Usually corrugated paper, corrugated PP board, or steel wire.

# END PRODUCTS (DISPLAYS)



## ▶ Shelf Divider

Divider in store's display to keep your product in a highlighted area to customer's eye.

### Usage:

Product divider, education, product information.

### Material:

Usually foam board, PVC board, or acrylic. The cut side will be visible, so corrugated paper is not advised.



## ▶ Header

Similar to Shelf Divider, header is used to keep your product area, but placed on top of the shelf/rack/freezer.

### Usage:

Product education, product information.

### Material:

Usually foam board, PVC board, or acrylic. The cut side will be visible, so corrugated paper is not advised.



# END PRODUCTS (DISPLAYS)

## ► Shelf Frame

Frame in store's display to keep your product in a highlighted area to customer's eye.

### Usage:

Product divider, education, product information.

### Material:

PVC Board, foam board, corrugated PP board





# END PRODUCTS (DISPLAYS)

## ► Dress-up Gondola

When you dealt a dedicated shelf or rack for your product, dress it up! Cover the area and make it look exclusively yours.

### Usage:

Product display, product education.

### Material:

Usually corrugated PP board or foam board, because the lifespan is short. Usually will be removed within a month or three (depends on store's deal).



# END PRODUCTS (DISPLAYS)



## ► Pillar-Rack

To cover a store's pillar and turn it into your commercial display's area.

### **Usage:**

Product display, product education.

### **Material:**

Plywood or block board, because the lifespan is usually longer.



## ► Custom Inner Protection

To pack the product safely when in transport.

**Usage:**

Product packaging.

**Material:**

Eva foam, PE foam, or corrugated paper.



## ► Print Indoor

Printing for indoor usage (crisper image than outdoor printer)

**Usage:**

Sticker, Event Desk, X-Banner, Roll-Up Banner, Backlit, etc

**Material:**

Vinyl or PP printing materials



## ► Cutting Sticker

Get your sticker/ printing cut precisely with cutting sticker machine.

### Usage:

Branding, marketing kit, displays.

### Material:

Vinyl sticker, Oracal is widely used, but there are other options depends on your needs.



## ► Product Dummy

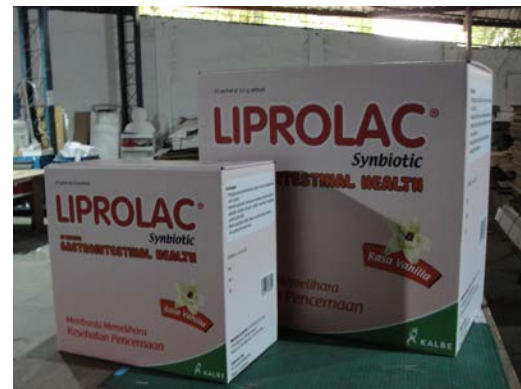
Creates the dummy of product in any kind you need them, bigger, smaller, or exactly the same with the real ones.

### Usage:

Product sample, product display, product placement.

### Material:

Corrugated paper commonly used for this due to light and affordable property.





## ► Custom Product Hanger

Hang your products on store shelves with customized different hanger by your choice.

### Usage:

Product support in shelves

### Material:

Chipboard, Art board



## ► Gift Box

Send your gift or giveaway to customer in a favorable way, leaving a good impression behind.

### Usage:

Souvenir, Prize, Giveaway, etc

### Material:

Art board, Sticker



## ► CNC Router Cutting

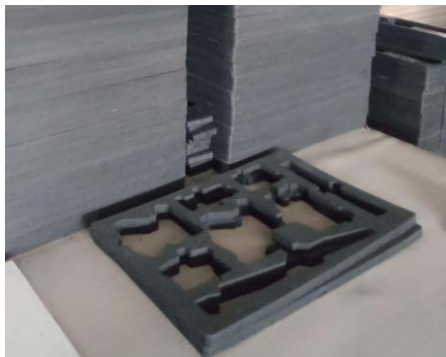
Cutting service for thick PVC board, foam, wood, or other thick materials.

### Usage:

Getting your material cut with computer precision

### Material:

Harder material that cannot be cut with regular cutter



## ► CNC Oscillating Knife Cutting

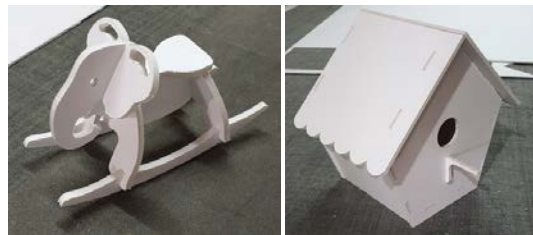
Cutting service for corrugated paper, corrugated PP board, thin PVC board, foam board

### Usage:

Getting your material cut with computer precision

### Material:

Any material can be cut by regular cutter







## //APPENDIX//Materials

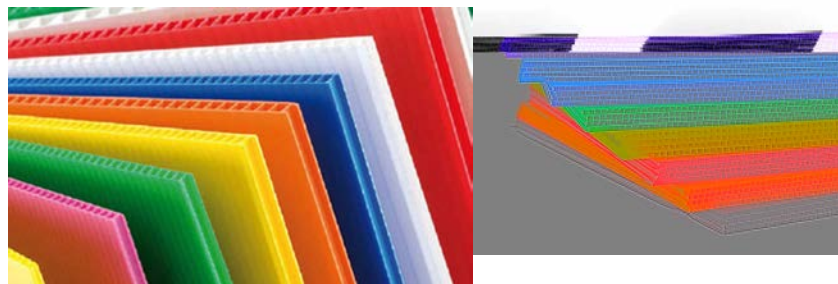
### //Corrugated paper (karton)

Waterproof	No
Knockdown-able	Yes
Lifespan	Long (if keep dry)
Rigidity	Medium



### //Corrugated PP board (impraboard)

Waterproof	Yes
Knockdown-able	Yes
Lifespan	Medium
Rigidity	Less due the flexible nature



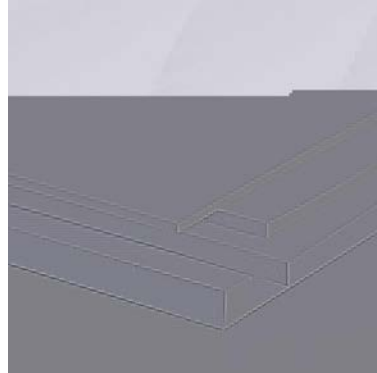


## //APPENDIX//Materials



### //PVC Board

Waterproof	Yes
Knockdown-able	No
Lifespan	Long
Rigidity	Medium



### //Foam board

Waterproof	No
Knockdown-able	No
Lifespan	Short (Around 3 months)
Rigidity	Less, easily teared down and bent



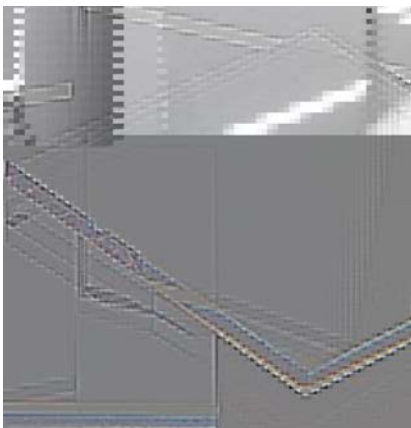


## //APPENDIX//Materials



### //Acrylic

Waterproof	Yes
Knockdown-able	No
Lifespan	Medium, could be broken
Rigidity	Medium, could be broken



### //Plywood

Waterproof	Medium
Knockdown-able	Yes
Lifespan	Long
Rigidity	Rigid





## //APPENDIX//Materials



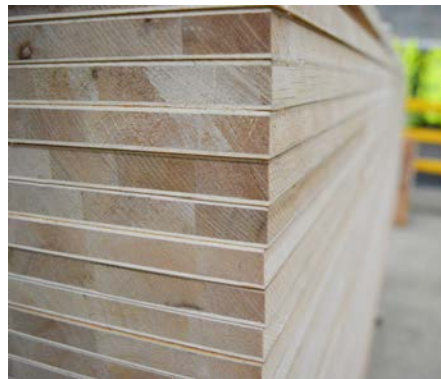
### //MDF

Waterproof	No
Knockdown-able	Yes
Lifespan	Medium
Rigidity	Medium



### //Block board

Waterproof	Medium
Knockdown-able	Yes
Lifespan	Long
Rigidity	Rigid





# Have anything in mind?

Let's discuss it!



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