

Visually

**ECO-INNOVATION IN
SUSTAINABLE MARKETING**



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QClick assembly system * Patented.
Easy to assemble and disassemble.
No tools.



FSC forest management certified MDF boards.



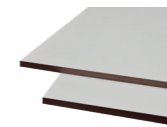
Recycled and 100% recyclable.



Resistant. Durable.



Laser cutting technology.



Direct HD digital printing on wood fiber.
Customizable: Design, textures, thicknesses, dimensions....

TRADITION + PASSION + ECO-INNOVATION = VISUALLY

We have been working with wood since 1932, this has been the basis of our family business for the last 90 years, always using the same raw material.

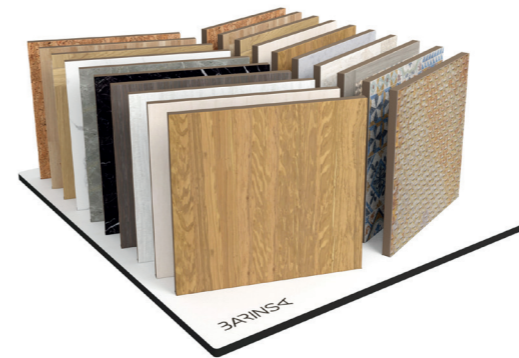
During this extensive and immense experience, we have suffered through a civil war, fires, economic crises, earthquakes, pandemics that have devastated us, having to "start over" on several occasions, but always with the same enthusiasm. and with infinite passion, we have once again chosen as the only option to always work with wood and its derivatives.

At the same time that the creation of new products and various applications has evolved, we have incorporated and adapted at all times the latest generation technologies to transform wood into a final product of excellent quality and finishes, we have gone from cutting with a saw from tape to using laser cutting technology, from printing with bronze clichés to high-definition digital printers.

In the last 25 years we have registered several international patents that have allowed us to manufacture eco-innovative products with total exclusivity.

The projects that VISSUALLY has presented to the HORIZON 2020 programs have received aid from the European Union in PHASE I and two Seals of Excellence in PHASE II, cataloging our projects as very Eco-innovative and Sustainable, recommending that state and financial entities support us.





QClick assembly system * Patented.

Our patented assembly system called QClick, is based on making specially designed cuts with millimeter precision, which allow these special shapes to have the flexibility and resistance to allow the products to be assembled and not disassembled except in a way. Voluntary, this even allows them to be assembled and disassembled in order to be reused repeatedly, as is the case with stands or furniture for fairs.

We do not need tools, glue, screws, nails, elastic pieces, we simply take advantage of the flexibility with memory that wood fiber has to simplify efficiency and assembly times as much as possible, following a basic instruction manual that is delivered with each product. Our exhibitors are an excellent option to support heavy loads, we use wood fiber that goes from 2 to 12 mm thick depending on the weight to be supported, using the most appropriate thickness in each case.

In the ceramic sector, many of our clients have chosen us to replace metal displays, not because of resistance in this case, but because when ceramic pieces come into contact with metal they are damaged, something that does not happen with the wood fiber that instead of supporting the weight, it protects and does not damage the edge of the ceramic pieces.



Advantages and characteristics of displays and other VISSUALLY products.

The products that we manufacture at VISSUALLY are made from 100% renewable wood fiber, MDF/HDF with a density per m3 ranging between 750 and 900 kg.

If we compare these data with those of the cardboard displays, the difference is up to 5 times greater. The resistance and durability of the VISSUALLY displays easily reaches 10 years of useful life, without practically losing the quality of the first day.

At the level of floor displays, we have an added advantage provided by laser cutting, which is that when the cut is made, the entire perimeter is cauterized and this sealing effect greatly limits moisture absorption, giving it greater stability and longevity, either for Uses in stores, department stores or supermarkets, when daily cleaning is carried out, other less resistant materials absorb moisture and deteriorate very easily, losing stability and visual presence, weakening the brand image.

Another great advantage that wood fiber provides, compared to other materials, including sawn wood, is that splinters are not generated, which can be very annoying if a customer or consumer gets stuck in them while using displays or containers. Cardboard also has the drawback that its edge generates a knife-like edge that can also cause accidents during assembly or use by end consumers.

The products that are marketed under the VISSUALLY brand comply with the strictest international environmental regulations, providing our customers with products based on the strictest Eco-design premises of the so-called "Circular Economy" greatly reducing emissions and improving their carbon footprint. carbon significantly.





Direct HD digital printing on wood fiber.

Digital printing means that we can customize each job in an original, different and exclusive way with finishes that simulate wood, metals, colors, etc., in short, infinite possibilities that in the end make the exhibitor distinguish the brand and give it a greater cache to the products it exposes, maintaining a perpetual quality like the first day. The use of this printing technique avoids the use of clichés that in the end are useless waste, compared to the efficiency and maximum quality offered by digital printing.

It is an immense satisfaction for us, to see the result achieved by having well focused the combination of these innovative technologies together with our patented system, allowing us to generate unique and exclusive products for each client in multiple sectors, these being sustainable, ecological, reusable, using the necessary minimum of raw material, as well as a reduced electrical consumption.





Laser cutting technology.

Laser cutting, apart from the advantages of cauterizing the entire perimeter of the products, allows us to make short runs and also special shapes that make each display unique and exclusive for each client. This cutting system avoids the use of consumables such as band or circular saws, or costs to be passed on such as dies in the case of cardboard, eliminating the costs of these that are very important for the realization of short runs.

Our Eco Efficient 1/2 System.

Allows you to save 85% in storage costs, 75% in transport costs, up to 50% in assembly costs, compared to a display that is delivered assembled.



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