

COMPANY
PROFILE
2021

BRILLIANT VISIONS
DIGITAL PRODUCTIONS

www.plakativ-werbetechnik.at



PART OF BELLUTTI GROUP AUSTRIA

The company was founded 75 years ago and is fully owned and managed by the founding family in second generation.

We have three branches in Austria with more than 4,000 sqm production facilities.

Our more than 100 employees are in charge of the support of more than 7,000 customers all over Europe and the manufacturing of over 1 Million sqm technical textiles every year.

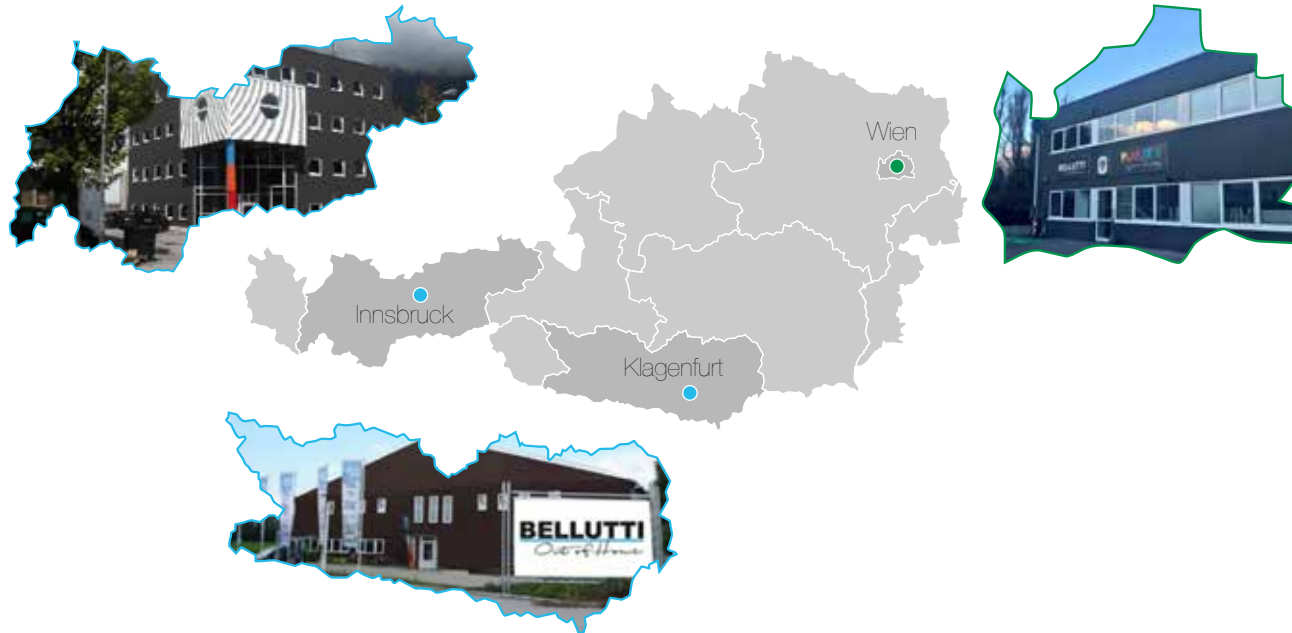
BELLUTTI BRANCHES

Innsbruck
Klagenfurt

fields of action

Sport
Event
Safety
On-the-Road
Out of Home Media

BELLUTTI
Out of Home



PLAKATIV BRANCHES

Wien

fields of action

Out of Home Media
Information
Decoration
Shop Design
Fairs & Events

OUR STRATEGY

- Partnerships with highly innovative and sustainable producers
- Investments in sustainable and eco-friendly printing techniques
- Optimization and reduction of transport mileage
- Continuous Material & Product Screenings
- FOCUS ON GREEN PRINTING



Continuously adapted portfolio •

We live our strategy - from Cradle to Cradle •

This label represents 100% Plakativ Green Printing •

We are proud to be an Austrian company and we produce more than 80% of our products in Austria

We have been awarded for outstanding achievements &

We constantly strive to improve and look forward to new challenges



OUR
EFFORT



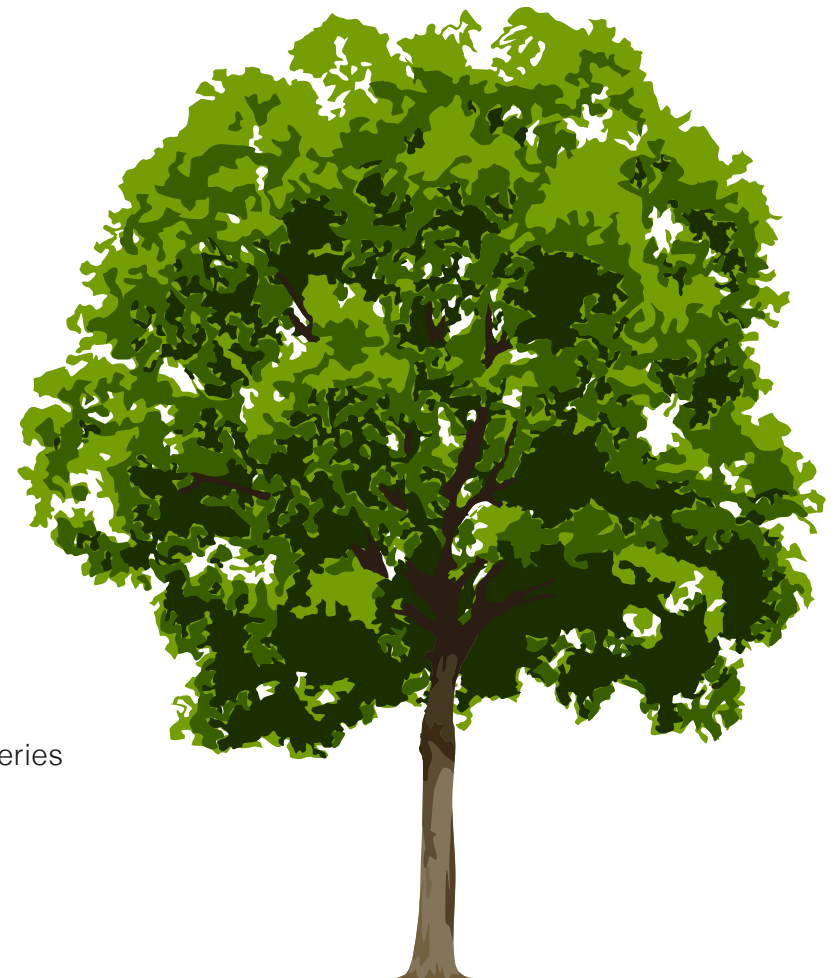
INVESTMENTS IN „GREEN PRINTING“ TECHNOLOGIES

- HP Latex Print
- Thyssen Eco Boards
- Ecoline Banner Verseidag
- ÖkoTex certified print media HeyTex



SUSTAINABLE VEHICLE FLEET

- Fuel reduction strategy - using only CO2-neutral cars for deliveries
- We also rely on electric mobility



BEING GREEN

ENVIRONMENTALLY APPROPRIATE DISPOSAL & RECYCLING

- Technically correct Ink disposal
- Proper waste segregation & disposal



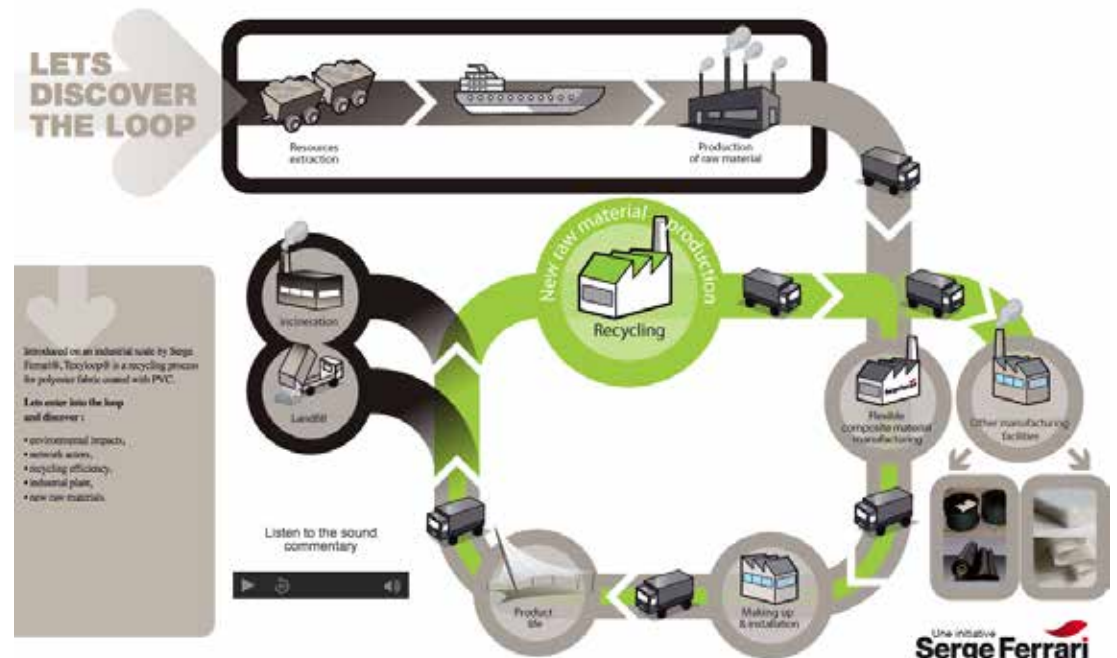
BUNZL BIACH

MEHR ALS ALTPAPIER

MEMBER OF FERRARI TEXYLOOP RECYCLING PROGRAM

- Cost-neutral return of used fabrics
- Separation of webbing and PVC coating - reusable!
- Unique in Europe

further information see: www.texyloop.com



WHAT OUR PRODUCTION CONTRIBUTES

- Focus on eco-friendly and sustainable Latex printing
- All HP machines are Energy Star certified
- Wear parts are all recyclable
- Machines are built from recyclable parts (85%)
- based on weight
- All Latex inks are GREENGUARD GOLD certified
certified according to UL ECOLOGO®
odorless and emissionfree

INCREASED FOCUS ON

Reduction of emission and investments
in reduced emission production techniques

Öko-Tex Standard 100 material &
FSC certified products



WHAT OUR PARTNERS CONTRIBUTE

- Emission reduction of >96% over the last 3 years
- Reduction of waste by 30%
- Focus on eco-friendly products
- Ökotex Standard 100 certified products
- Increased focus on eco-friendly print media
- Whole range of Mediatex is Ökotex Standard 100 certified
- Development of 100% recyclable, eco-friendly boards
- Boards for POS applications made from recycled material
- Wood leftovers & recycled water
- 100% PVC-free signage stickers



OUR GREEN PORTFOLIO

- LONG-TERM COOPERATIONS WITH OUR PARTNERS
- CONTINUOUSLY EXPANDING RANGE OF SUSTAINABLE MATERIALS
- ONGOING MATERIAL & MACHINE TESTS FOR ECO-FRIENDLY PRODUCTS
- FOCUS ON CONSISTENT SUSTAINABILITY - FROM CRADLE TO CRADLE
- LONG-TERM INVESTMENT PLAN FOR GREEN MACHINES & TECHNIQUES

WE PROVIDE GREEN ALTERNATIVES...



the world through customers' eyes

IN THE BEGINNING THERE'S YOUR IDEA

As your partner for unique, innovative and individual solutions we assist and consult you from the initial idea to the ready-made product:

- Choice of material
- Consideration of external factors (weather, light etc.)
- Printing techniques and Assembly

DIGITAL PRINTING UP TO 8C WITH MODERN MACHINERY

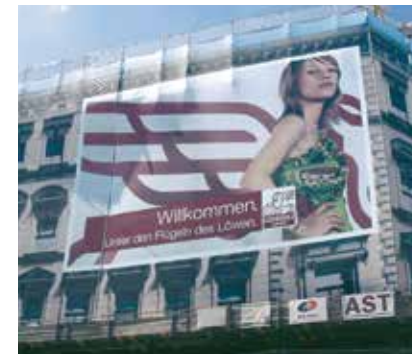
- Your print files are being handled with care
- CAD-controlled production & cutting machinery
- Welding, sewing, cutting, milling, die cutting
- Plotting, sublimation, lamination
- Development of support structures incl. assembly
- Worldwide delivery and setup service



SMART SOLUTIONS FOR CREATIVE CLIENTS

- OUT OF HOME AND URBAN MEDIA
- MOBILE ADVERTISING
- FLAGS AND BANNERING
- DISPLAYS AND PRESENTATION SYSTEMS
- SHOPDESIGN
- EXHIBITION AND EVENT SOLUTIONS
- DECORATION FOR STAGE & THEATER
- TEXTILE ARCHITECTURE
- ...





OUT OF HOME & URBAN MEDIA

IMPRESSIVE OUTDOOR
EYE-CATCHERS

Mesh, Tarpaulin & Special fabrics
Brilliantly printed, manufactured and installed

- STOREFRONT & SCAFFOLDING BRANDINGS
- BANNERING AND LARGE FORMAT PRINTS
- ILLUMINATED ADVERTISING SOLUTIONS
- FRAMED SCREENS AND TRIVISION BILLBOARDS
- SIGNAGE AND GUIDANCE SYSTEMS



OUT OF HOME & URBAN MEDIA

YOUR MESSAGE
DELIVERED

Posters in Vinyl or Paper
Large format prints on weatherproof fabrics

- BRANDINGS FOR CONSTRUCTION HOARDINGS
- SHOP OPENING ADVERTISING
- ADVERTISEMENTS FOR REAL ESTATE PROJECTS
- ADVERTISEMENTS FOR PRODUCTS & SERVICES
- PUBLIC ANNOUNCEMENTS



MOBILE ADVERTISING

YOUR MESSAGE
ON THE ROAD AGAIN

Special foils for all traffic & road users
High-quality prints and adhesives

LARGE FORMAT ADVERTISING FOR:

- TRAMS, SUBWAYS & TRAINS
- BUSSES & TRUCKS
- SPECIAL VEHICLES
- CARS & BOATS



FLAGS & BANNERS

FULL SUPPORT FOR
YOUR MARKETING

Cease-free, weatherproof Polyester fabrics
Brilliant colors due to sublimation printing

- CORPORATE FLAGS
- FLAGS FOR CLUBS & COMPANIES
- OUT OF HOME ADVERTISING
- BEACH FLAGS FOR SHOPS, EXHIBITIONS & EVENTS
- LIGHTWEIGHT BANNERS FOR EVENTS



PRESENTATION SYSTEMS

FAST, EASY AND DECORATIVE
SOLUTIONS

A perfect pitch of high-end systems with state-of-the-art prints
Numerous solutions available for frontlit and backlit applications

PERFECT FOR:

- FAIRS
- EVENTS
- EXHIBITIONS
- POS ADVERTISING



SHOPDESIGN

LOOK & FEEL IN LINE
WITH YOUR IDEA

Individually designed Interior Solutions
Fabrics, foils, boards, frames and LED solutions

- INTERIOR DESIGN
- SHOP & STORE CONSTRUCTION
- DESIGN & ARCHITECTURE



EXHIBITIONS & EVENTS

STUNNING SURFACES FOR
YOUR DESIGNS

Prints on special foils and fabrics
Highest quality, perfect fit and brilliant colors

CREATIVE SOLUTIONS FOR:

- EXHIBITIONS
- POS PRESENTATIONS
- CORPORATE DESIGN ELEMENTS



STAGE & THEATER

SHOWCASING ART & CULTURE

Premium and certified fabrics for indoor productions
To meet the requirements of both Regulations & your Creativity

- STAGE DECORATION
- TEXTILE SOLUTIONS FOR EVENTS & THEATERS
- INDIVIDUAL PRODUCT DEVELOPMENT FOR MOVIES, THEATERS & ART PRODUCTIONS



ARCHITECTURE

SOPHISTICATED SOLUTIONS FOR ARCHITECTS & DESIGNERS

Technical textiles, special adhesives
Integration of digital prints into Architecture

LOOK & FEEL SOLUTIONS FOR ARCHITECTURAL
CHALLENGES:

- STOREFRONT & BUILDING WRAPS
- WELCOME & MEETING AREAS
- STAIRCASE & WALL BRANDINGS
- INDOOR PARKING LOTS



ADVERTISING IN SPORTS

CUSTOMIZED SOLUTIONS

Special custom-made solutions
Your partner from idea to product

INDIVIDUAL SOLUTIONS FOR SPORTING EVENTS:

- HUGE ARCHES AS EYE CATCHERS FOR TV COVERAGE
- START CONSTRUCTIONS FOR WORLD CUP SKI RACES
- MOBILE BUILDINGS FOR PRESS, CEREMONIES AND TV STUDIOS
- BIBs AND FURTHER BRANDINGS



SAFETY FOR SPORTS & EVENTS

CUSTOMIZED SOLUTIONS

Broad experience and a wide range of high class products for enhanced safety in sports & leisure activities

- PISTE FENCING AS PERIMETERS OR MARKERS
- CRASH NETTING FOR SKI RACES
- CRASH PROTECTION FOR PISTES & PARKING LOTS
- SAFETY MATS FOR PLAYGROUNDS AND SPORTS
- MOBILE SOFT-BARRIERS



EVENTS & MORE

CUSTOMIZED SOLUTIONS

Bringing your idea to life
Large Format Visual Communication

- SOLUTIONS FOR WRAPPINGS & UNWRAPPINGS
- ILLUMINATED TEXTILE SOLUTIONS
- INFLATABLES AS VISUAL COMMUNICATION TOOLS
- EVENT TENTS & STORAGE SOLUTIONS



REFERENCE

LIFE BALL

SCOPE OF WORK

Consulting, production and manufacturing of Life Ball Look & Feel

OVERALL more than 5,500 sqm (2015)

Production in less than 3 weeks

PLAKATIV WERBETECHNIK

PARTNER OF LIFE BALL

„We are working together with Plakativ Werbetchnik for several years and are more than happy to have a reliable partner on board. Plakativ as a partner has significantly contributed to our Look & Feel. Plakativ's focus on delivering sophisticated solutions is an absolute premium value for us - especially the know-how regarding planning and implementation of Stage Branding, Interior Decoration and customized Construction Hoarding.“



REFERENCE

NOVA ROCK

SCOPE OF WORK

Consulting, production and manufacturing of
Nova Rock Festival Look & Feel

OVERALL over 2,000 sqm (2014)

CUSTOMER

Freundliches Marketing Service

PLAKATIV WERBETECHNIK
SETS ROCK'N'ROLL
ON FIRE



© Lena Kienzer, 2014

REFERENCE

GALERIE THOMAN - LITTLE NEMO

SCOPE OF WORK

Consulting, production, manufacturing and assembling of all prints at the Galerie Thoman for the exhibition "Little Nemo - Curated by Max Hollein"

Complete wall panelling at the gallery with wallpapers and foils

CUSTOMER Galerie Thoman Wien

PLAKATIV WERBETECHNIK
PARTNER OF
MODERN
DESIGN



REFERENCE

FESTWOCHEN VIENNA

SCOPE OF WORK

Consulting, production and manufacturing of all relevant Branding Solutions and Prints

OVERALL more than 2,000 sqm branding

CUSTOMER Wiener Festwochen

PLAKATIV WERBETECHNIK
PARTNER OF
ARTS



REFERENCE

EURO 2008

SCOPE OF WORK

Consulting, production and manufacturing of all relevant Branding Solutions and Prints

Fencing | Stages | Inflatables | Hoardings ...

CUSTOMER Stadt Wien Marketing

PLAKATIV WERBETECHNIK
PARTNER OF
SPORTS



REFERENCE

EURO 2008

SCOPE OF WORK

Consulting, production and manufacturing of all relevant Branding Solutions and Prints

IMPLEMENTATION Unicredit Bank Austria Branding
TOWER Heldenplatz

CUSTOMER Stadt Wien Marketing

PLAKATIV WERBETECHNIK
PARTNER OF
SPORTS



FURTHER REFERENCES

PLAKATIV WERBETECHNIK
PARTNER OF ...

- YOUTH OLYMPICS INNSBRUCK 2012
- RED BULL AIR RACE SPIELBERG
- AUSTRIAN GOLF OPEN
- EISTRAUM VIENNA
- HAHNENKAMM SKI RACE KITZBÜHEL
- AUSTRIAN AIRLINES VIE PARKING 4
- SPORTHILFE GALA
- MAK - MUSEUM OF APPLIED ARTS
- ...

OUR SERVICES

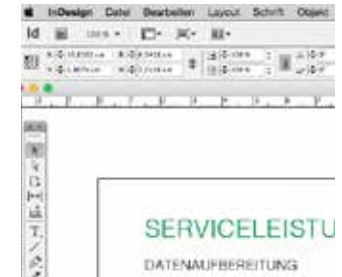
PRINT FILE MANAGEMENT

Our graphic designers take care of your print files and guarantee professional data handling throughout the process.

Depending on your application we consult you in questions regarding fabrics, print technology & finishing.

We will adapt your data in order to meet our quality standards and to achieve the desired result.

This way we can bring unique high quality solutions to life for our customers.



MANUFACTURING & FINISHING

We are using state-of-the-art machinery in all fields of our production – Lamination, Cutting, Milling, Drilling and Welding.

All our sewing is supported by CAD machinery.

Besides using modern machinery we have broad experience in different trades and can produce hand-made solutions.

Machinery, Hand-Made Solutions and highest quality assure that your product will be a perfect Visual Communication Tool.





PROFESSIONAL INSTALLATION & SET UP WE DELIVER AND INSTALL ALL OVER EUROPE

We have established a broad network of partners for standard deliveries.

When it comes to large format products and installations including complex setups, we trust our well-trained installation teams and reliable long-term partners.

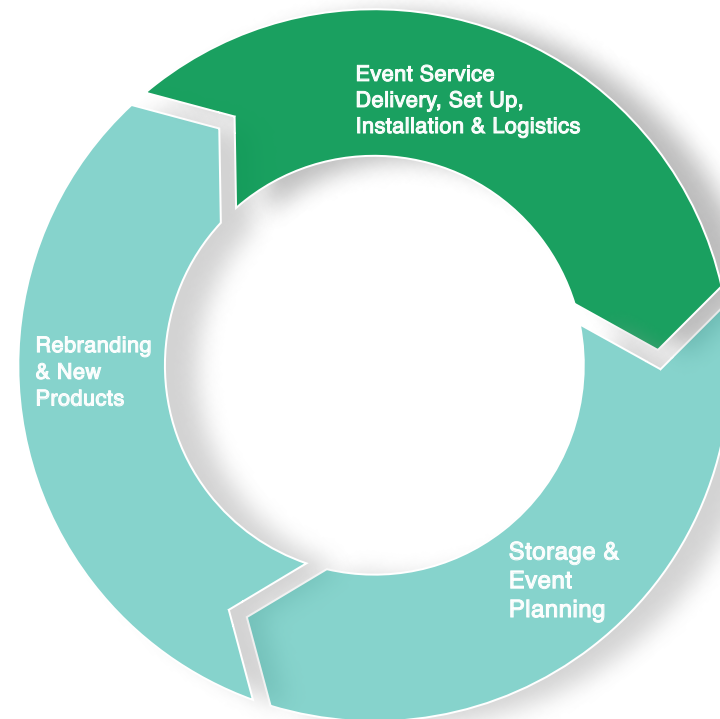
As a consequence, we can guarantee that our solutions are reliable, stable and state-of-the-art and that external influences such as weather, light incidence or wind are taken into account.

DELIVERY & INSTALLATION

TO
FINISH
IT
UP

FULL SERVICE OFFER FOR TOP BRANDS & EVENTS

- MANAGEMENT OF EXISTING BRANDING TOOLS
- EVENT MANAGEMENT & PLANNING
- IT-BASED TOOL MANAGEMENT
- REGULAR REPORTING
- REPAIRS
- REBRANDING
- NEW PRODUCTS
- DELIVERY TO EVENTS
- PICK UP FROM EVENTS
- CLEANING
- REFURBISHING FOR NEXT EVENT



YOUR
ADVANTAGES
AT A
GLANCE

- 1 You can focus on your core business
by outsourcing nonrelevant tasks
- 2 Cost efficiency
through Logistic Improvements
- 3 Better and faster information flow
through using modern ERP, Storage and
Marketing Management Software
- 4 Managable Costs & Quality
through long-term Cooperation

WE SEE THE
WORLD
THROUGH
OUR
CUSTOMERS'
EYES



REFERENCES

WE PROUDLY SUPPORT TOP BRANDS

Adidas	Europameisterschaft 2008	Nivea	Schallaburg
Akademie der bildenden Künste	Galerie Thoman	Nova Rock Festival	Schrack
Attensam	Gebrüder Weiss	O'Neill	Seat
Audi	Generali	Ottakringer	Siemens
Austrian Airlines	Gericom	ORF	Smart
Austria Presse Agentur	GEWISTA	Österreichische Bundesliga	SOCHOR
Austro Engine	Hamilton	Ö3	Sotchi Olympic Winter Games
BAWAG	HCI Innsbruck	Padre Azul	STRABAG
Berger Fahrzeugbau	HEROLD	Pepsi	Swatch
Billa	Ikea	PORR	Techniker Circle
BMW	Kraft Jacobs	Projekt Spielberg	Telekom Austria
Breitling	Kunsthistorisches Museum	UNIQA	Thöni
Burgtheater	Leopold Museum	Unilever	T-Mobile
Burton	L'Oréal	UniCredit Bank Austria	Toyota Frey
Coca Cola	Lugner City	Radio Wien	TUI
D2 Vodafone	Merkur	Raiffeisen	Wick
Deichmann	Mercedes Pappas Group	Red Bull	Wiener Festwochen
EFFIE Gala	Milka	Red Bulls Salzburg	Wiener Linien
ERSTE Bank	Mini	Salomon	3D WD Holland
Esprit	MUMOK	Scalaria	...

AWARDS & CERTIFICATES



- STATE AWARD FOR OUTSTANDING ACHIEVEMENTS



- GOLDEN PIXEL AWARD WINNER



- 3M CERTIFIED PARTNER



- HP ECOLOGICAL GREEN PRINT PARTNER

LEGAL INFORMATION

Business name	Bellutti GmbH - Branch Vienna
Business executive	Mag. Manuel Bellutti ppa. Michael Arnold
Place of business	Kunerlgasse 4, A-1230 Vienna
Person of contact	Timo Eberhardt
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Registration number	FN 144966 K
UID number	ATU 40465607