

EYE OF THE BEHOLDER

THE ART of VISUAL MERCHANDISING EXPLAINED

BRIGHT LIGHTS BIG CITIES

THE BEST LED LIGHTBOXES AROUND THE WORLD

REDALL OVER?

THE BLACK & WHITE TRUTH

ABOUT COLOR CORRECTION

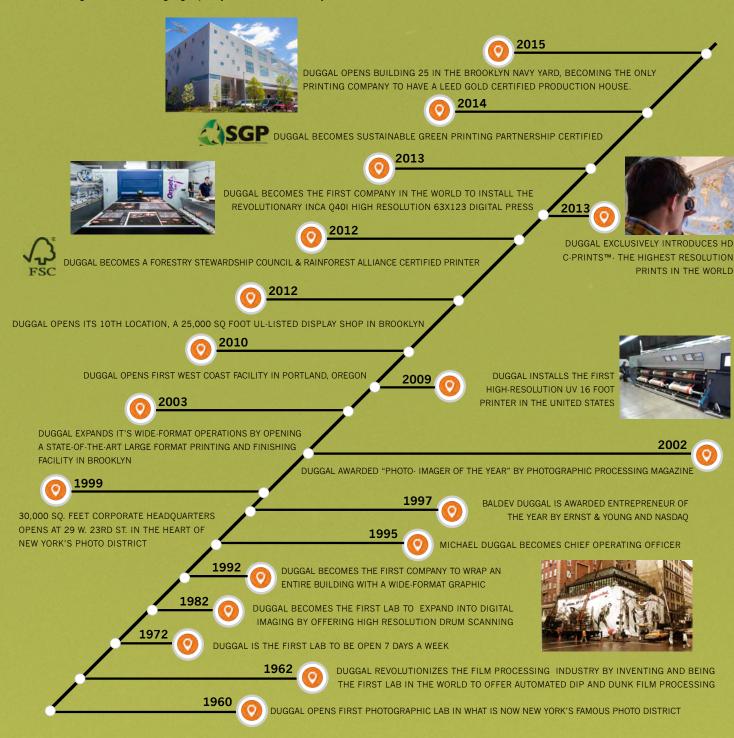






Duggal Visual Solutions, Inc. is a leading provider of high quality printing, digital imaging, wide format graphics, and display services. Our clientele is spread among leading sports & entertainment, retail & Fortune 500 corporations, to museums, designers and global brand marketing teams.

For many categories of production, including digital photographic printing and high resolution wide format, Duggal has the largest install base of machines in the United States. Duggal ships and installs work globally and is generally acknowledged as the most recognized and leading high quality brand in our industry.









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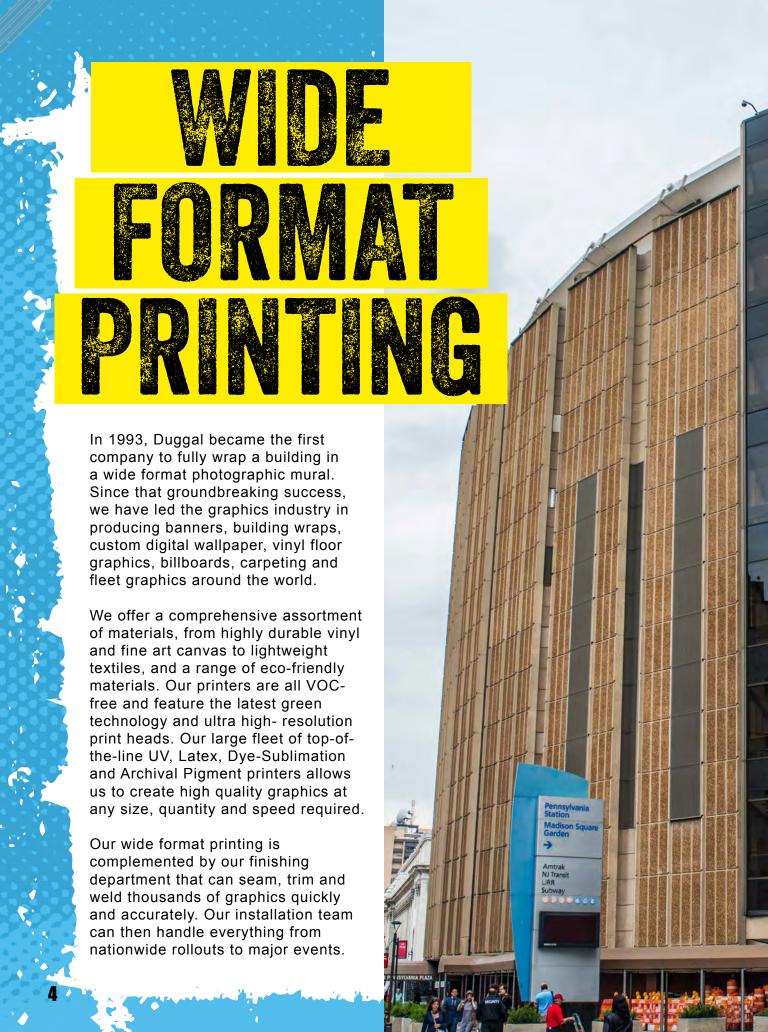
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WWW.DUGGAL.COM





GO BIG OR GO ROLLE



- 14 large format printers able to create stunning graphics in any quantity, size and specifications needed for indoor and outdoor applications.
- Inkjet department produces stunning fine art giclee prints, and vinyl graphics for museums and retail stores.
- Superior eco-friendly pigment inks and fine art papers to print museum-quality work that lasts up to 200 years in proper display conditions.
- Our top-of-the-line dye-sublimation printers use eco-friendly, water-based inks and offer a broad range of textiles including Flag, Crease-Free Polyester, Backlit and Blockout Material.





U.S. OPEN

The USTA Billie Jean King National Tennis Center is in transformation – and Duggal is there! While in the midst of a half-billion dollar renovation, including a new retractable roof on the Arthur Ashe Stadium, nothing detracts from the spectacle, atmosphere, excitement and grandeur of the world's greatest tennis venue

Duggal Visual Solutions has been part of the planning for months leading up to the 2015 USTA US Open. One of the most beautiful venues in all of sports, the Queens New York complex becomes tennis heaven – 50 acres of interactive displays, sponsor exhibitions, gift shops, first rate dining, and non-stop tennis action on 20 courts including three of the world's largest tennis stadiums.

Duggal Visual Solutions is extremely proud to work alongside the USTA in making each US Open spectator experience more exciting than the last. The entire Queens, NY grounds see an annual makeover with the newest design themes and concepts integrated into specialty exhibits, flags, banners and directional signage. In the months leading up to the Open, Duggal was continually onsite ensuring that the Grand Slam stage is set to host the greatest tennis on earth.

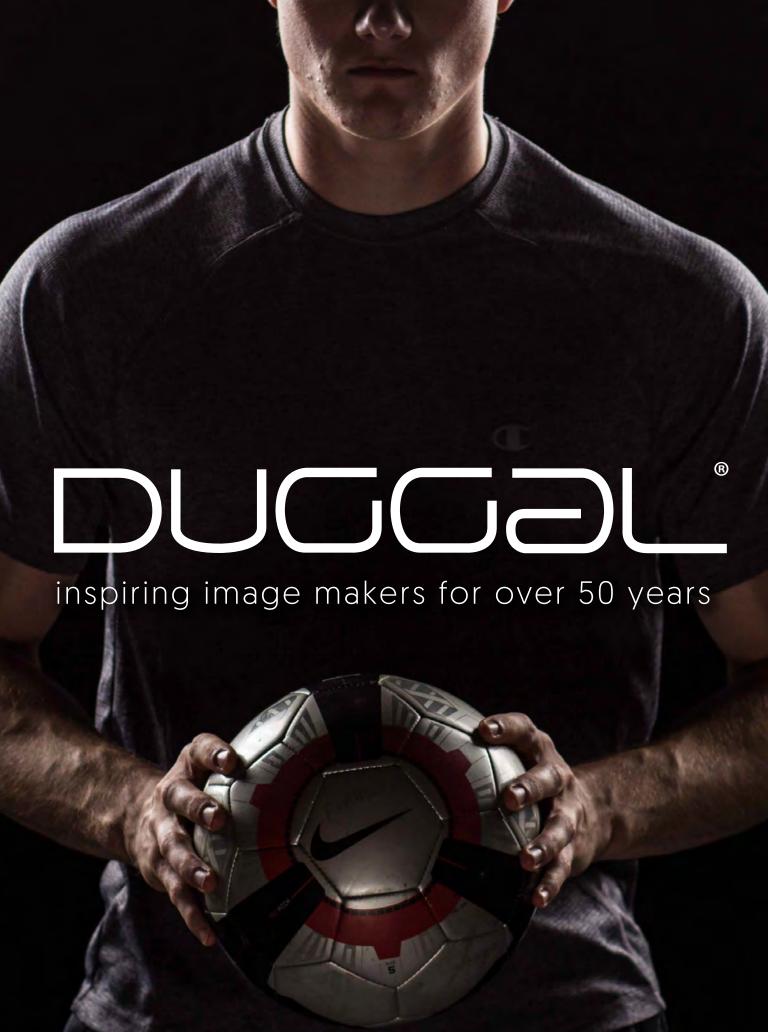
After all, "nothing beats being here."

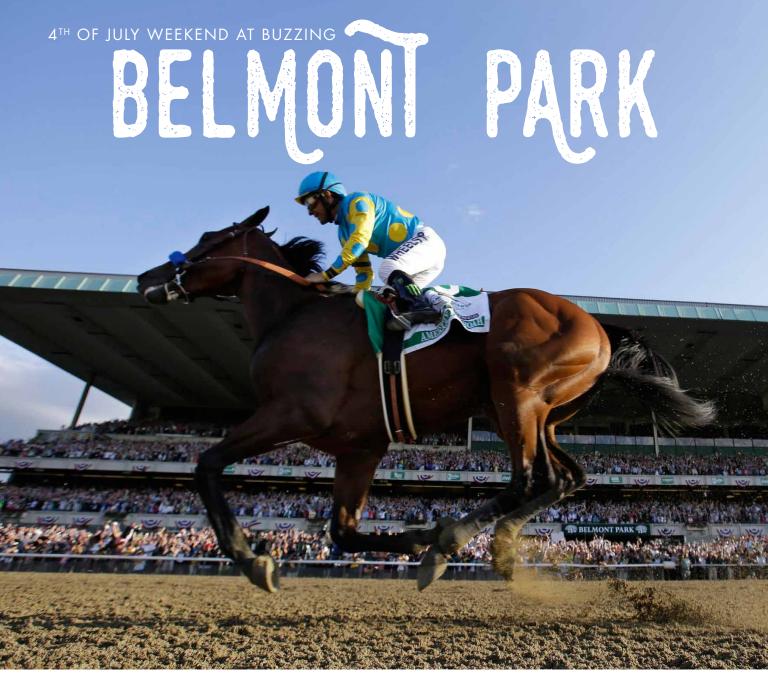












For a second consecutive year, America turned its eyes to Belmont Park with dreams of a Triple Crown Winner. In 2014, California Chrome saw a disappointing end to a storybook run, becoming the 13th straight Triple Crown hopeful to see history slip away in "The Test of the Champion."

The theme was different in 2015 as American Pharoah dashed to transcendence in the 147th running of the Belmont Stakes. Pharoah is only the 12th Triple Crown Winner in history, and the first since 1978. Duggal enjoyed the excitement as the NYRA's tried-and-true graphics provider for Belmont Park. This year we produced a new collection of permanent signage, along with hundreds of directional signs, banners and visual displays throughout the 430-acre park.

When will we see another parade of white carnations here in Elmont, New York? Only time will tell. In the meantime, experience the magic and allure of Belmont Park this 4th of July weekend for the inaugural Stars and Stripes Day.



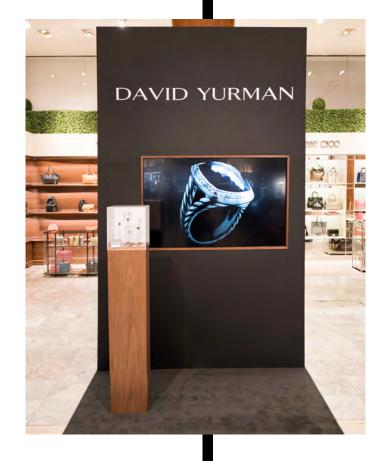
MULTIMEDIA DISPLAYS & CONTENT

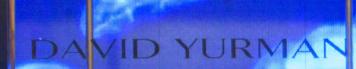
DESTAL SIGNAGE & MULTIMEDIA

Duggal brings 50 years of experience at the forefront of visual communications and customer engagement to digital signage, display and interactive merchandising.

Duggal provides full service, concept-tocreation displays. From 3.0 renderings to digital content showcased in custom fabricated fixtures installed and maintained globally. We produce highly customized single installations as well as create and manage dynamic networks of over 1,000 locations.

Our digital team applies their knowledge and experience of the newest technologies in the design of unique multimedia experience packages. Duggal professionals have digital expertise in everything from electronics and sensors to programming and lighting, working alongside our fabrication team to ensure seamless design-to-display integration with custom video, animation and graphics.







DAVID YURMAN

DAVID YURMAN











EXHIBITIONS AND EVENTS

Duggal Global Events is a full service event production company with an unparalleled ability to develop, manage and execute your vision. By incorporating development, design, management, print production, fabrication and installation anywhere in the world, Duggal seamlessly integrates all elements with visionary creativity for a lasting impact.

EXHIBITIONS

Every major museum in New York City has something printed by Duggal. We take great pride in our global reputation as a go to resource for exhibition design and installation. Coupled with our pure appreciation for visual art and photography, our wide-ranging capabilities spark the collective imagination of artists, museums and galleries.

SHOWROOMS/ TRADESHOWS

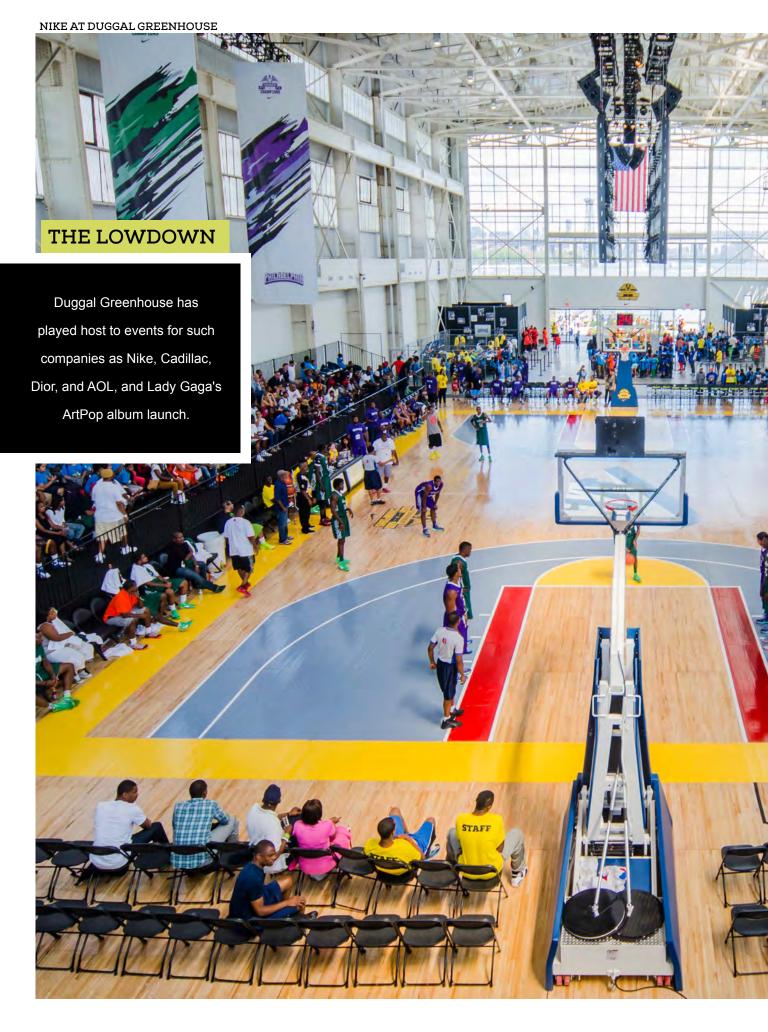
Duggal can bring your showroom dreams to stunning realization. Our showroom and tradeshow design integrates everything from interactive kiosks, LED displays and dimensional graphics to digitally printed carpeting, metals, wood and fabrics.

CUSTOM EVENT DESIGN

Duggal Global Events starts by understanding your vision and the atmosphere you wish to create. We then lead you through design, production and installation, executing every slightest detail to perfection. The Duggal Greenhouse is a premier venue for any event. Our 35,000-square-foot event space on the Brooklyn banks of the East River features spectacular Manhattan and bridge views, a waterfront patio and bar, catering, secured entry and yacht service to and from.

EVENT MANAGEMENT

From pre-planning to contracting, transportation and post event management, Duggal Global Events offers supreme consultancy in ensuring that your event is presented seamlessly and flawlessly. Create an unforgettable event with Duggal Global Events and the Duggal Greenhouse.





TOURNAMENT OF CHAMPIONS

Engraved in both sports and popular culture, Nike continues to raise the bar with unforgettable events and campaigns.

Nike's Tournament of Champions is a massive annual street basketball festival featuring star NBA players and iconic streetball legends; it is a modern gem of the sport's history and culture. Free to the public, the 2014 four-day tournament pitted select teams from some of basketball's grittiest cities against each other in an electrifying, fan-frenzying environment that put the crowd within arm's reach of basketball icons, pro and street.

To accommodate such an amazing event, Duggal Global Events worked relentlessly to transform the 35,000-square-foot Duggal Greenhouse into home of the 2013 Nike Tournament of Champions. Banners and interactive multimedia booths complemented a true basketball court, while stunning Manhattan and East River views served as a picture-perfect backdrop for a one-of-a-kind spectator experience. Highlights include Team Kevin Durant vs. Team James Harden in the "Summer is Serious Game," and a slam-dunk performance by French Montana.

Duggal Visual Solutions is proud of its relationship with Nike. It was truly an honor to host the 2013 Nike Tournament of Champions at the Duggal Greenhouse.





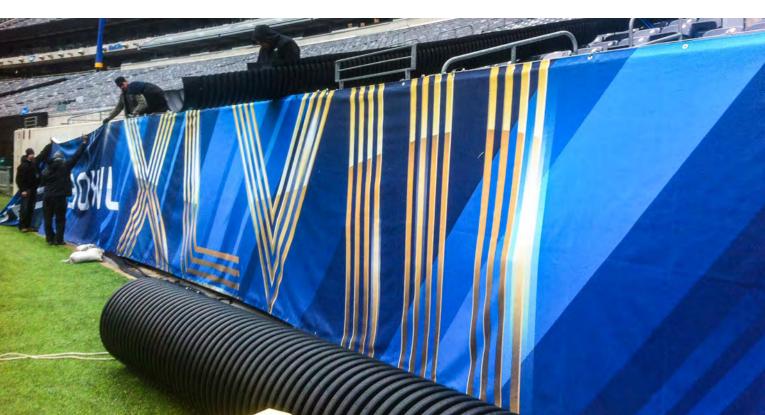
SUPER BOWL XLVIII

ONE FOR THE AGES

All eyes were on New York and New Jersey as Super Bowl XLVIII became the global focal point for the single most watched television program in history. The Super Bowl Host Committee took the Big Game to historic heights with events spanning from Super Bowl Boulevard on Broadway to festivities across Northern New Jersey, all while defying the odds of winter weather by mere hours.

Known globally for creating the biggest and brightest stages, Duggal Visual Solutions was called on to transform venues throughout the area, most notably MetLife Stadium. Planning for nearly a year and launching 24-hour production weeks in advance, the Duggal team worked around the clock printing massive banners, field backdrops, signs, placards and sponsorship visuals to provide an unforgettable fan experience for more than 82,000 live spectators and 112.2 million viewers.







MECHANICAL, VISUAL FIXTURE & PRODUCT DESIGN

Duggal provides graphic design, fixture design, store layout and exhibition staging services. Our full-scale

Our in-house designers specialize in all areas of visual creative

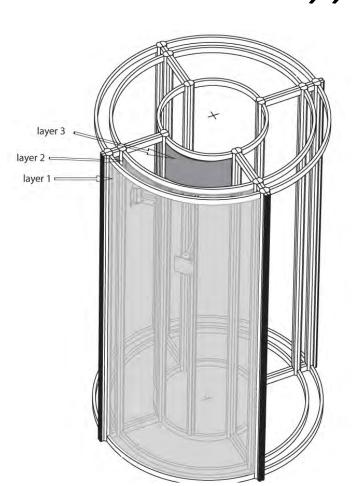
approach includes AutoCAD and VectorWorks 3D renderings, as well as mechanical drawings that our production team can print, fabricate and install anywhere in the world.

Offering a complete set of in-house solutions from design through fabrication and installation, Duggal streamlines workflow while maintaining the highest level of quality.

MECHANICAL DESIGN

Funneling creative expertise into mathematics, Duggal designers create highly detailed mechanical drawings. Mechanical design serves as the blueprint for successful engineering of enhanced machinery and hardware.

We'll help you understand what your graphics and fixtures will look like before production.

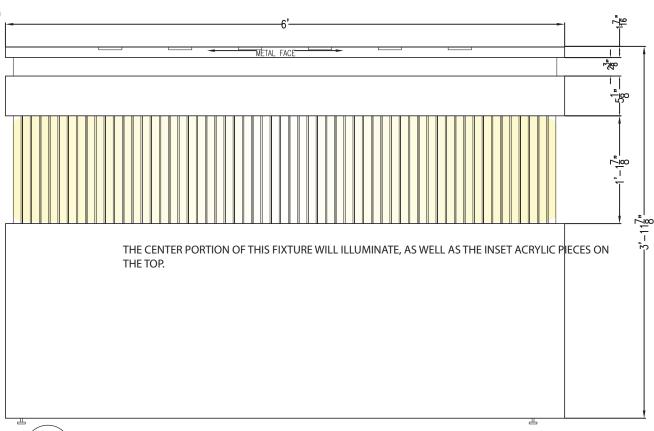


services. From 2D representations and layouts to 3D interactive renderings, our consultancy helps you understand and adjust what your graphics and fixtures will collectively look like well before they are put into production.

VISUAL DESIGN

FIXTURE AND PRODUCT DESIGN

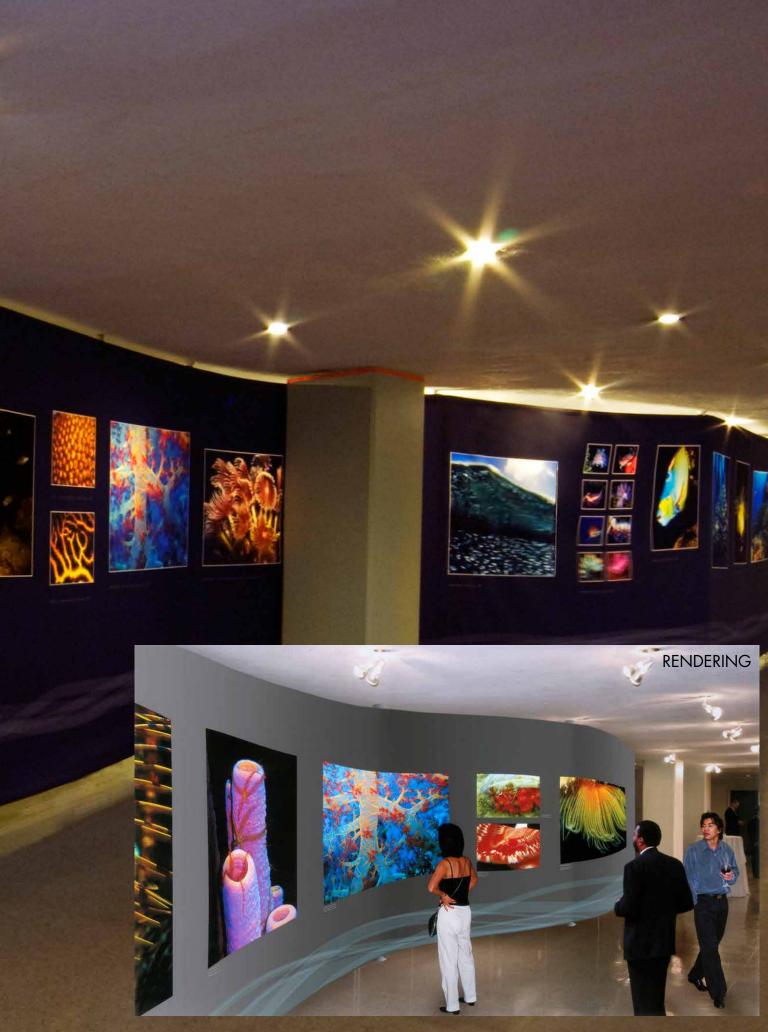
By combining mechanical and visual design with our vast knowledge of substrates, production possibilities and install logistics, Duggal helps you stretch creative boundaries with fixtures and visuals of all shapes and sizes. We are proud to be a trusted design partner for museum exhibitions, gallery openings, events and retail campaigns worldwide.



FRONT ELEVATION SCALE: N.A



















THE LOWDOWN

CUSTOM DISPLAYS & FIXTURES

In-house design, interactive, printing, mounting, fabrication and installation

·Window displays utilizing a variety of media from photographic backdrops and CAD cut vinyl to LED lightboxes and interactive multimedia touchscreens.



With more than 21,000 stores and 60 million customers weekly across the globe, Starbucks might as well be a religion. But it's not just the coffee that keeps people coming back; the Starbucks experience is one of superior service, environmental awareness and ethical sourcing stitched together with cohesive, creative design.

As Starbucks' preferred graphics and material production consultant, we work alongside their world-class team to develop captivating visuals on unconventional surfaces.

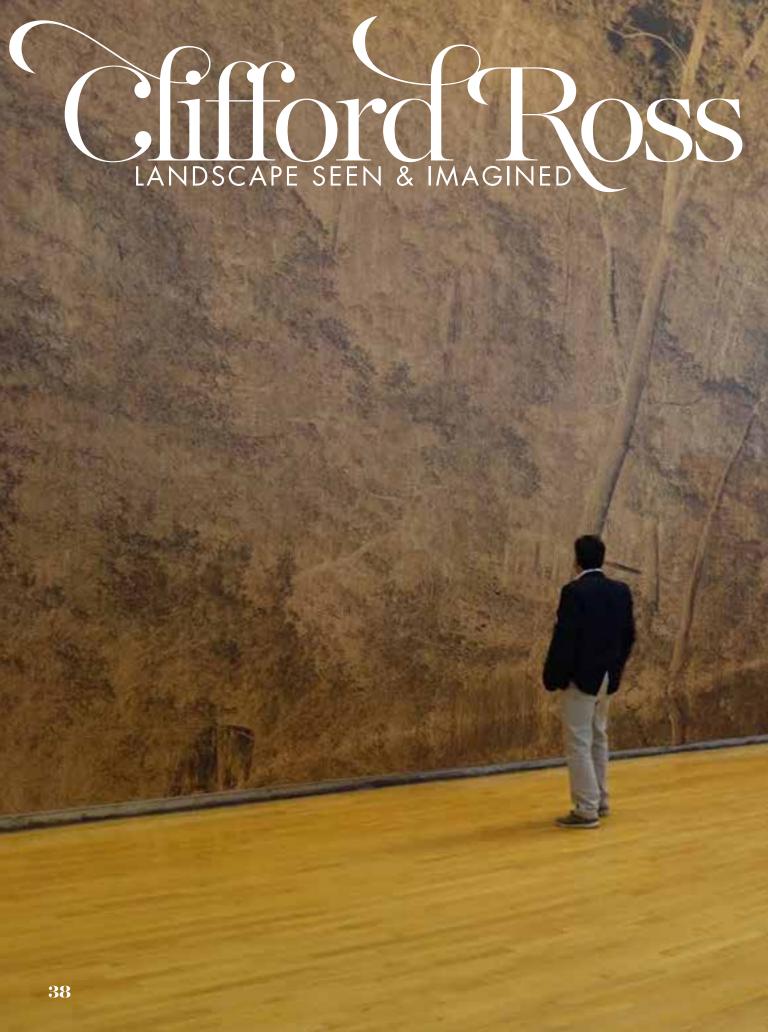
A gorgeous, constellation-themed mural at Starbucks in 2 Grand Central Tower captures the levitating energy of New York's iconic train station, inviting customers in for a cup of coffee and a break from the busy world outside. We worked hand-in-hand with Starbucks store designers to produce a durable, colorful wallcovering that required perfect execution to isolate and match various light fixtures playing into the image.

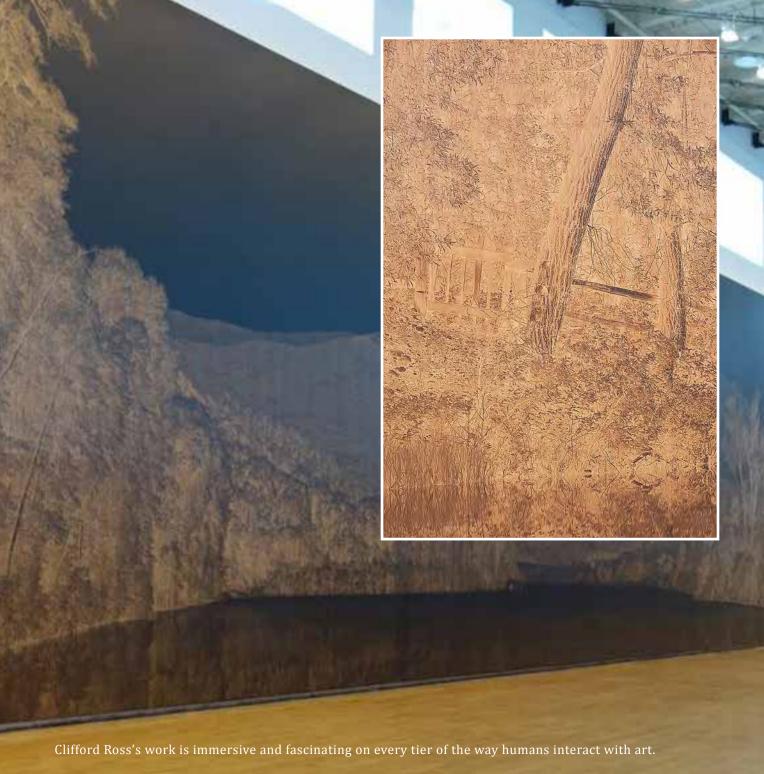
Duggal produced a large format arrangement of architectural cement panels at Starbucks' 54th Street & Broadway location, serving as liaison between the general contractor and design team to facilitate the heavy yet fragile installation.

In SoHo, the Spring Street Starbucks welcomes its au courant crowd with a mirror map of the world's coffee growing regions. Printed directly onto oversized glass with white ink, the map equates brews with the exotic cultural experiences sought by New Yorkers and tourists alike.

Duggal is committed to continuing our collaborative design endeavors with Starbucks. It's both a privilege and a pleasure to help convert their creative visions to in-store realities.







Ross, the New York-based artist perhaps most known for his black-and-white Hurricane series capturing wind-churned waters while tethered to shore, is a multimedia mastermind who has been featured in MoMA, the Met, the Guggenheim and overseas. His latest body of work, Landscape Seen & Imagined, is now on display at the Massachusetts Museum of Contemporary Art (MASS MoCA).

Landscape Seen & Imagined is a magnificently large-scale survey spanning two buildings, six galleries and an outdoor courtyard. The centerpiece, a towering 25-foot-high, 114-foot-wide photograph printed on raw wood, spans the entire length of the museum's tallest gallery and would dwarf even several viewers standing on each other's shoulders.

Ross has worked with Duggal and called on us to execute his grand vision for the unconventional medium.

Duggal's wide format team produced 90 panels, each matching perfectly in both size and visual flow. The end result is easily one of the largest museum-quality photographs you will ever see.

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LASER ETCHED WOOD







Augmenting our display department is a comprehensive fleet of precision cutting devices used for dimensional lettering, box making, fine art cutouts topographical displays and unique pieces. Our laser cutters and router cutting machines are capable of X, Y and Z cutting on a wide variety of materials including acrylics, Sintra, Gatorboard, rubber, fabrics, mirrors, wood, leather and beyond.



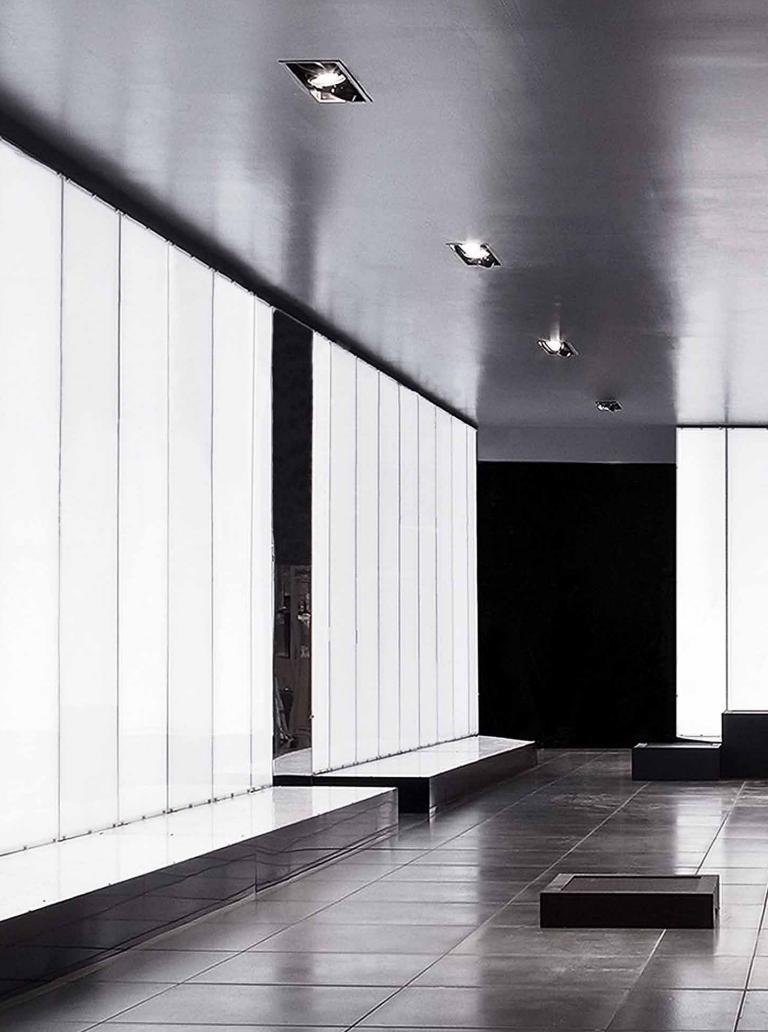














Duggal Sales Development Executives are expert consultants in the applied nature of graphic visuals production with a wealth of experience in retail, fragrance & cosmetic, health & beauty, hospitality, advertising, sports venue, corporate, healthcare, architecture and interior design. Each division is managed by a production division head who is an expert in the associated machines, technology and substrates. Every project is assigned to a project coordinator(s) who orchestrates the production schedule and logistics of departments, including shipping and installation. Featured online ordering system monitoring for clients with delivery schedules updated daily.

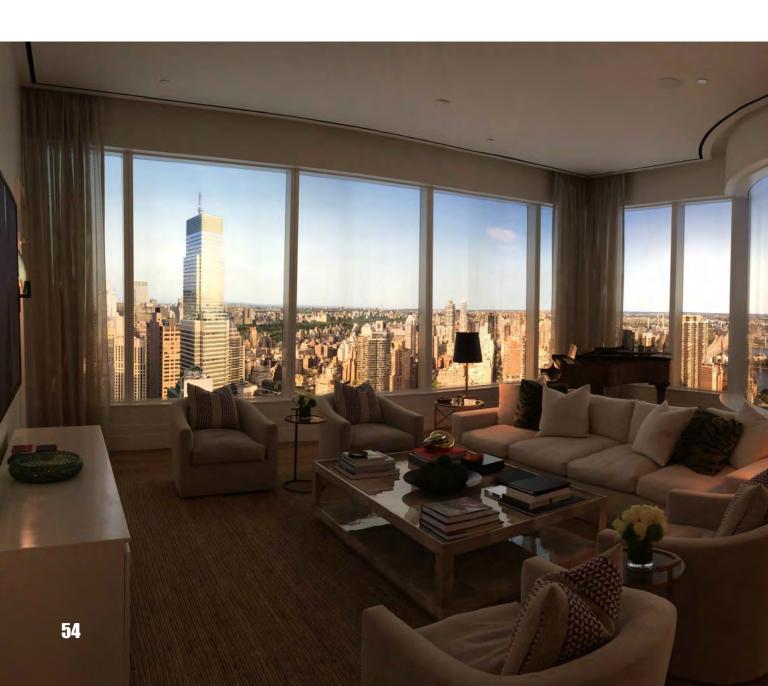
What differentiates Duggal are our top quality controls in the organization. Our production and inspections are of the utmost highest standards.

Duggal Visual Solutions headquarters, client services and production facilities are located on 23rd street in New York City and with additional (7) state of the art production facilities at the Brooklyn Navy Yard, just over the Brooklyn and Manhattan Bridges.



CUSTOM ARCHITECTURAL FEATURE MALLS

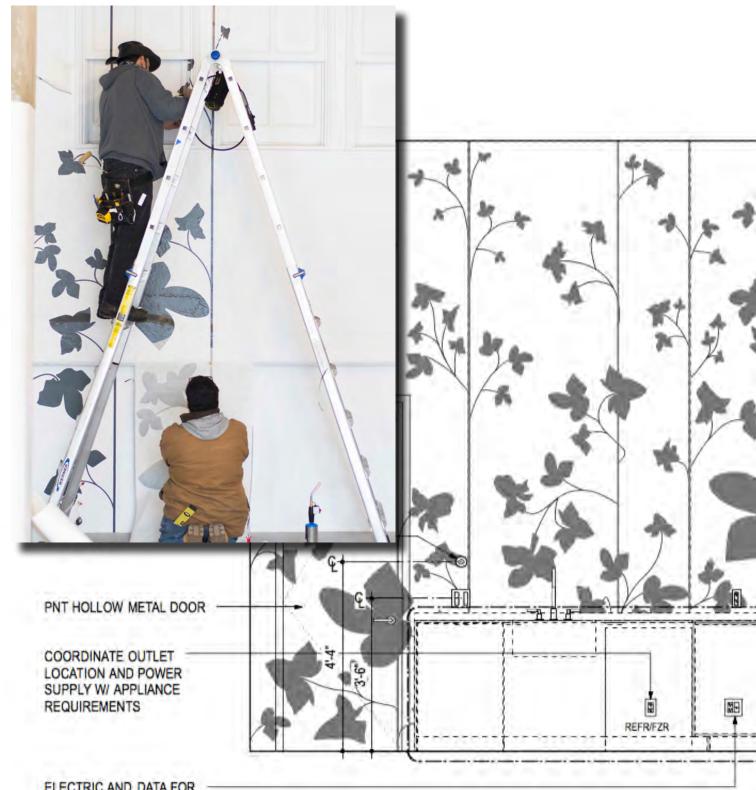
LED LIGHTBOX DISPLAYS AND FABRICATION



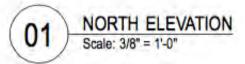


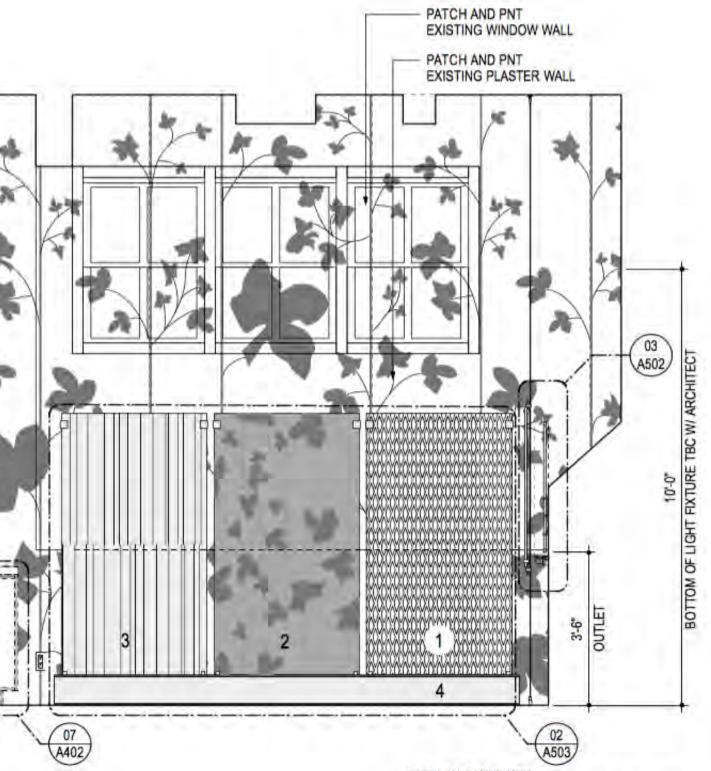






ELECTRIC AND DATA FOR WIRELESS ROUTER. ALL AV, TELECOM AND DATA SCOPE TBD





DISPLAY PANEL KEY

- 1. EXPANDED METAL CLNG PANEL (3'-4" x 6'-0")
- 2. TAKTL GFRC W/ VINE PATTERN (3'-4" x 6'-0")
- 3. IGU W/ WHITE FRIT PATTERN (3'-4" x 6'-0")
- 4. STEAL BEAM W 10 x 22

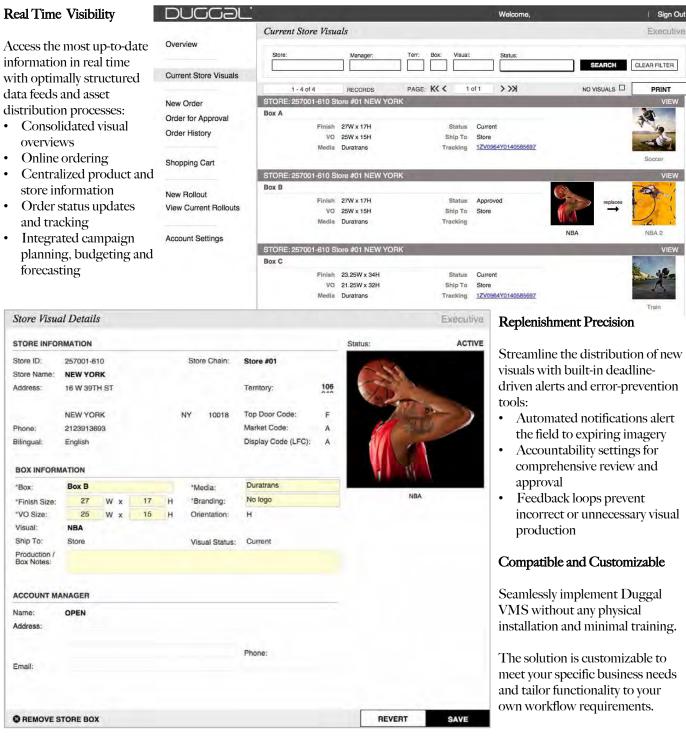




VISUAL MANAGEMENT SYSTEM

ORGANIZATION. ACCESSIBILITY. SIMPLICITY. DUGGAL VMS.

Managing your visual merchandising needs using these key principles has never been easier with Duggal VMS. Our secure online system allows you to analyze, update and manage all visual data at a glance within a user friendly and intuitive format.



Delve deeper into Duggal VMS to see how this multifunctional solution facilitates a collaborative working environment supporting the visual rotation and a "consistency of message" planning process.



Duggal's project management and installation team coordinates logistics, shipping and installations around the world. We complete everything from exclusive single-site exhibition installations to thousand-store installation rollout programs worldwide.

Duggal serves the indoor and outdoor graphics needs for many of the world's finest retailers. From 1,500-door rollouts involving printing and collating custom graphics packages to custom flagship store displays, we are constantly called on to elevate the retail experience.



We are constantly called on to enhance the athletic environment experience.



RETOUCHING STUDIO

CONTRACT PROOFING, STUDIO PHOTOGRAPHY, SCANNING, DIGITAL FILM OUTPUT

24 HOUR DUGGAL CREATIVE STUDIO WITH 45 ARTISTS

As the first commercial lab in the country to install the then-revolutionary Shima Seiki retouching station in the 1980s, Duggal is a pioneer of digital retouching and image enhancement. That tradition continues at the 24-hour Duggal Creative Studio, a sun drenched loft. The Creative Studio is home to state-of-the-art technology and our industry leading retouching staff of over 30 artists. Here we provide high-end retouching, CGI services and G7 certified contract proofs. Our digital studio offers premium studio photography services including HD Capture for retail and fine art. The studio also provides digital film output and traditional high resolution scanning, all in the heart of Manhattan's vibrant Flatiron District.











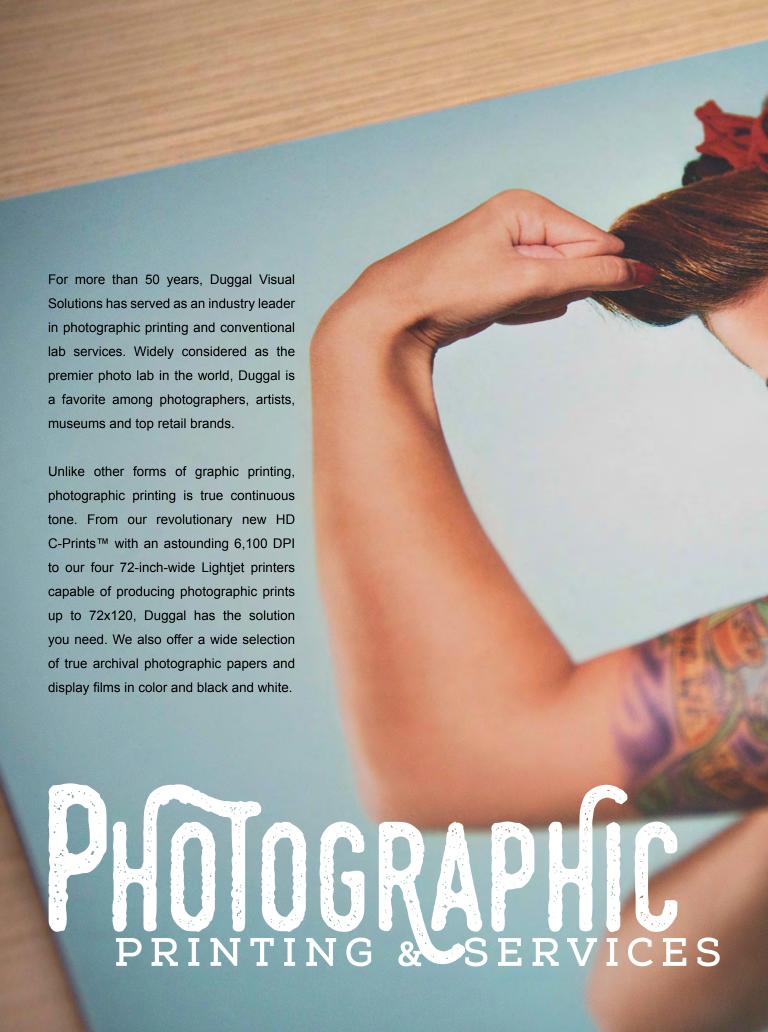
DGGAL DESEI PRNING

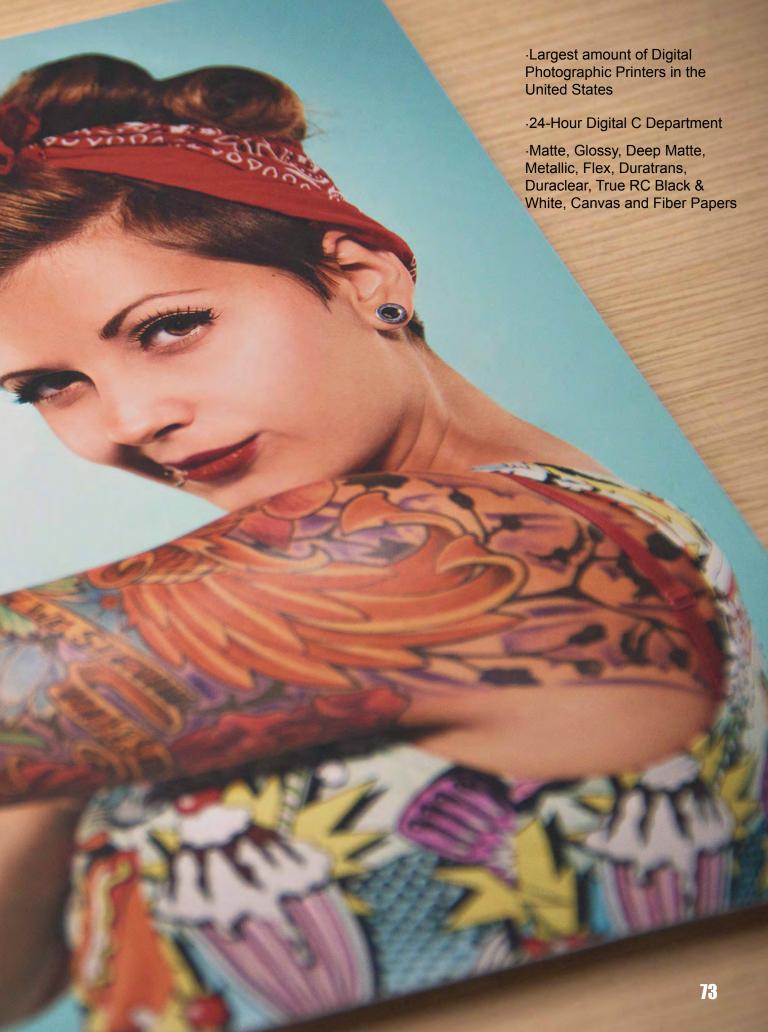
The Indigo prints with astounding speed and detail, allowing us to produce collateral from top-quality brochures, invitations, sell sheets, photo books and even 3D lenticulars to retail signage, outdoor graphics and fine art reproductions, we run projects of all sizes with outstanding turnaround and top quality. Variable data printing allows us to customize each piece for different audiences in a continuous print run.

Our Indigo 5600 digital offset press prints seven colors (CMYK, Orange, Violet and White) at up to 12.5" x 17.7". Substrates include fine art papers, acetates, pressure sensitive vinyl, glossy, silk and uncoated papers.









Duggal's skilled craftsmen and technical experts handle all aspects of display and print protection with a wide range of laminate options and custom mounting techniques. Our custom display solutions include hundreds of unique custom artisan frame styles, and mounting to dozens of different substrates, from foam core and gatorboard to anodized aluminum and brushed dibond.

Complementing our mounting department is our artisan framing department, conveniently located at our 29 W 23rd St headquarters. Hundreds of unique, beautifully-crafted frame options are on display including standard finishes, reclaimed wood and custom welded steel.

FRAME TYPES

CANVAS FLOAT FRAME

The canvas float frame is a great way to accent a print or original canvas with a contemporary edge, complementing the uniqueness of a stretched canvas art piece.

GALLERY FLOAT FRAME

The gallery float frame is an elegant way to create a museum-quality presentation while providing safety behind a plexi glass overlay.

CUSTOM CLASSIC FRAME

The classic frame is a formal way to present an original artwork or photographic print. The window mat allows for an artist's signature or edition number to be showcased below the art.



















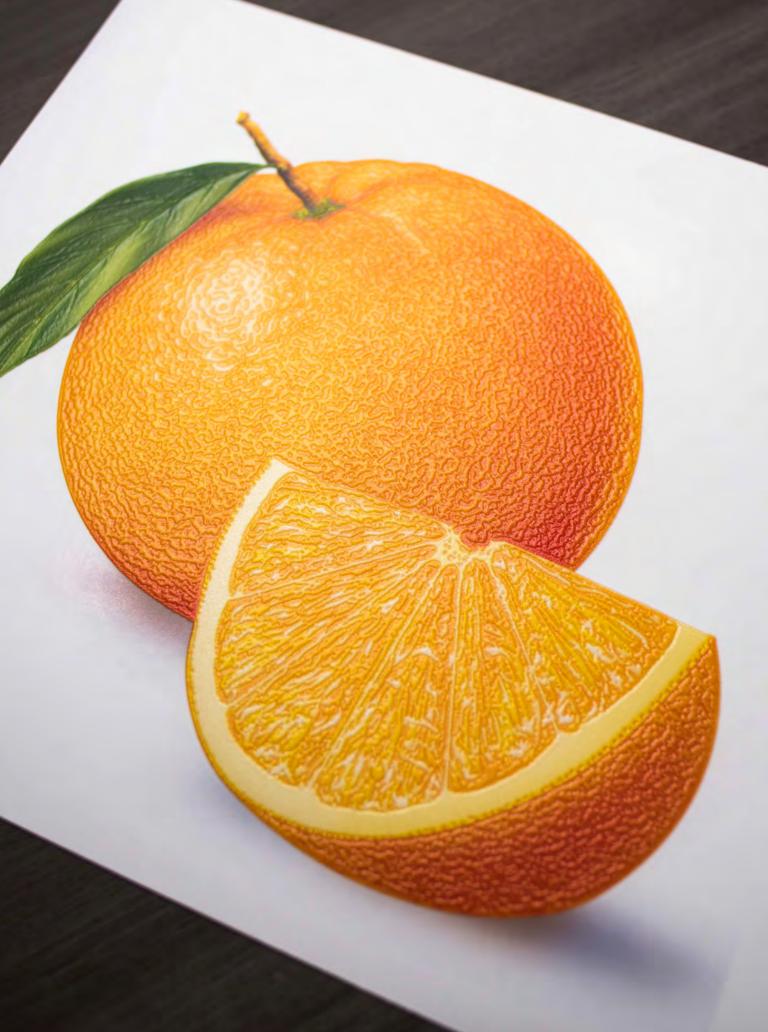
PACKAGING COMPS AND 3D PRINTING

Duggal Packaging Solutions partners with corporate marketers, design studios and advertising agencies to create innovative, eye-catching and cost-effective packaging comps and digital short run packaging for all facets of the consumer packaged goods industry.

Duggal Packaging Solutions produces unique, high-resolution packaging comps with a variety of stocks, custom varnishes, reflective foils, embossing effects and TV color correct technology. Our packaging team offers more than 50 years of combined industry experience encompassing color management, production and consultancy. Our 3D printer can produce models, part facsimiles and prototypes.

Working directly with Duggal experts in printing, mounting and design, Duggal Packaging Solutions is an unparalleled packaging consultant.





Big Picture Foundation





Duggal Big Picture Foundation's mission is to bring enriching art experiences to youth - because art changes lives

DREAM. INSPIRE. EDUCATE.

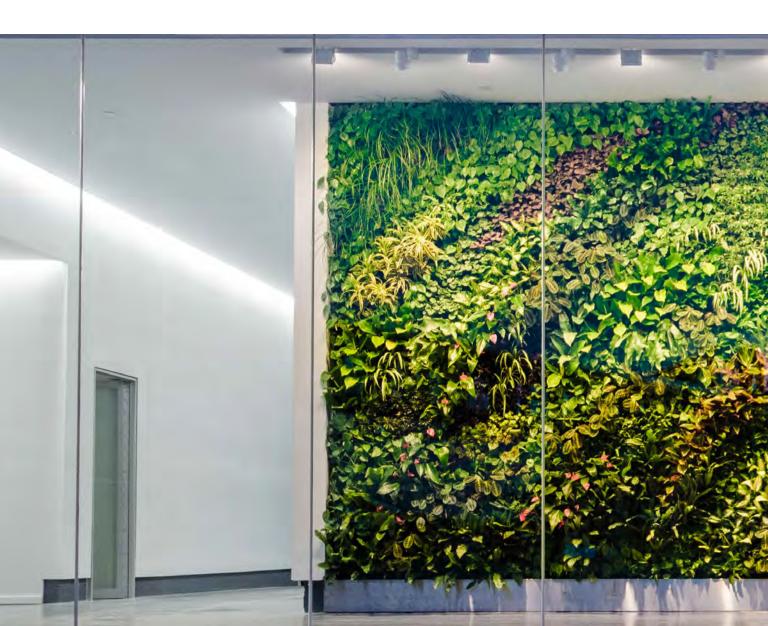
After a year of finding ways to bring information on photography, printing and fashion to our clients, we became more aware of our passion and moral responsibility to help educate and keep the youth of the world dreaming of the future.

DUGGAL BIG PICTURE FOUNDATION

Over the last 50 years, Duggal Visual Solutions has been a strong civic citizen as a supporter of charitable organizations and a patron to the art world. Through sponsorships and co-sponsorships, Duggal has been able to aid many organizations in fund raising efforts, promotions of the arts, and to spread social awareness.

PHLOSOPHY At Duggal, sustainability means a philosophical commitment to innovate, detoxify and recycle across all aspects of our supply-chain and production processes. We realize that there is production processes, but by eliminating environmentally hazardous are customers, we can truly make a accommentally

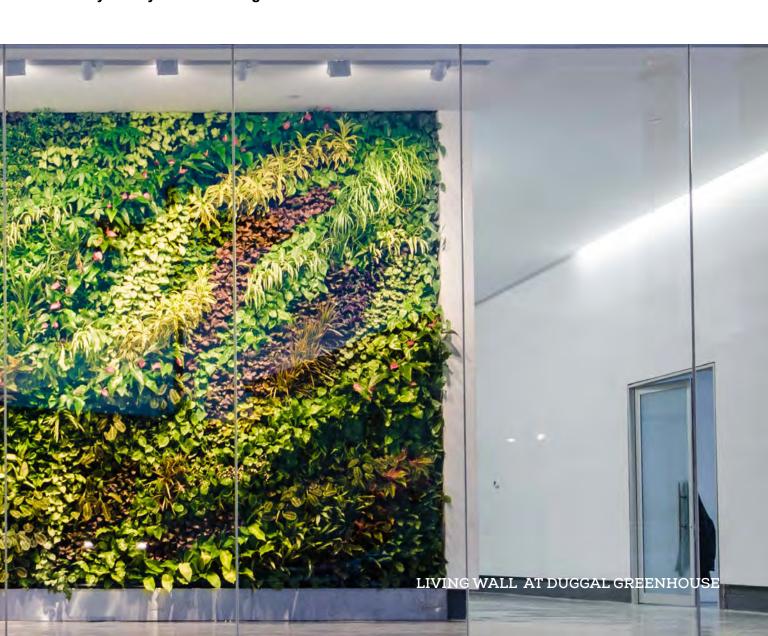
difference. We are raising the bar for the entire graphics industry to adopt environmentally responsible practices and reduce their collective ecological footprint.



In creating Duggal's sustainability vision, we drew inspiration from resources such as the Natural Step, Cradle to Cradle and Life Cycle Analysis that are sustainability frameworks to aid in environmentally friendly product development and printing processes, as well as responsible end of life management. Products like Eco Weaves, Eco Ultra Poplin, and Eco-Mural have allowed us to offer immediate alternatives to their toxic substitutes used as a standard by the rest of the industry. Our entire Eco-Imaging product line is designed as a closed loop system, so when the products manufactured reach their end of life, they are transported to our partner recycling facility and brought back into the production chain. Currently we are recycling between 80 - 90% of all waste in each of our five main production facilities.

In our corporate location on 29 w. 23rd Street, we worked with ITAC (Industrial + Technology Assistance Corporation) to reduce our lighting energy usage by over 60%. ITAC replaced all of our 275 bulbs with energy efficient bulbs to save energy and reduce cost. Over the next year, we will be updating our heating and cooling system to further reduce our energy usage.

Duggal is proud to be FSC® (Forest Stewardship Council) and RainForest Alliance Certified at our 23rd Street location, and SGP (Sustainable Green Printer) certified in our Brooklyn Navy Yard Building 500.



SOLUTIONS

Printing & Packaging

Digital Display, Content & Networks

HD C-Prints

Professional Photo Printing

Mounting & Lamination

Large Format Printing

Digital & Offset Printing

Design Services

Fulfillment & Installation

Window Displays/Point Of Purchase

Retail Store Rollouts & Fulfillment

Custom Displays & Exhibitions

Tradeshows & Showrooms

Fine Art Printing/Giclee & Custom Gallery Image Displays

Video & Multimedia

Photographic Lab Services

Custom Millwork Lightbox Displays

Displays & Signage

Retouching & Contract Proofing

Scanning & Digital Film Output

Information Packets, Mailer, Postcards, Business Cards, Promotional Collateral

Vehicle Wraps/Portable Displays

Custom Fabrication

Flatbed Digital Screen Printing

3D/Lenticular/Holographic

Studio Photography



Get in Touch

Duggal Visual Solutions 29 W 23rd St. New York, NY 10010

Brooklyn Navy Yard, Building 25 63 Flushing Avenue Brooklyn, NY 11205

