

BRIGHT LIGHTS BIG CITIES

The Best in LED Lightboxes Around the World

EYE of the **beholder**

The art Of Visual Merchandising **Explained**

REDALL)VER? The black & white truth

about color correction

FROM BEFORE TO Happily Ever



Retouching made easy

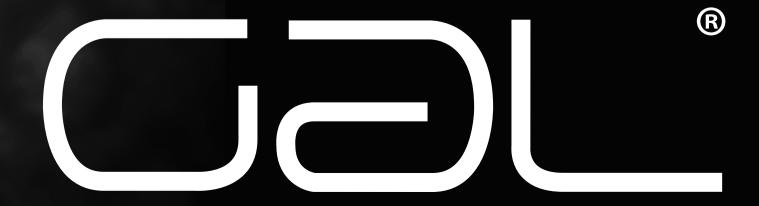
DUGGAL • Volume 1



VI VII ALATA



inspiring image makers for over 50 years



AT A GLANCE

 $\mathbf{H}()$ WE ARE

2015

Duggal Greenhouse wins National Grid Award for Energy Efficiency

9 |

20

Duggal opens Building 25 in the Brooklyn Navy Yard, becoming the only printing company to have a LEED Gold certified production house.

8 |

2014

21 22 19 20 21 28 26 **27** 28 29

IT'S SO EASY **BEING GREEN**

Duggal becomes Sustainable Green Printing Partnership certified

2013



Duggal exclusively introduces HD C-prints™the highest resolution prints in the world

5 |

8

Duggal becomes the first company to install the Inca q40i high resolution 63x123 digital press

2012

Duggal becomes a forestry stewardship council & rainforest alliance certified printer



Duggal opens its 10th location, a 25,000 sq foot UL-listed display shop in Brooklyn



Duggal opens first west coast facility in Portland, Oregon

15

18

16

20

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18 |

19

20

Duggal expands it's wide format operations opens a state-of-the-art large format printing & finishing facility in Brooklyn

2000s 10

Duggal awarded "photo-imager of the year" by photographic processing magazine

19

Duggal installs the first high resolution uv 16 foot printer in the united states



1990s

Michael Duggal becomes chief operating officer

10 **17** |

11 12

Baldev Duggal is awarded entrepreneur of the year by ernst & young and nasdag

30,000 Sq. Feet corporate headquarters opens at 29 w. 23rd St. In the heart of New York's photo district

Duggal becomes the first company to wrap an entire building with a wide-format graphic



1980s

16

BIGGER & BETTER

Duggal becomes the first lab to expand into digital imaging by offering high resolution drum scanning

1970s

Duggal is the first lab to be open 7 days a week

1960s

DUGGAL REVOLUTIONIZES THE INDUSTRY

by opening the first photographic lab in what is now new york's famous photo district & inventing and being the first lab in the world to offer automated dip & dunk film processing

15

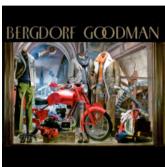
WHAT WEDO

DEPARTMENTS & FEATURES WINTER 2016









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Custom Displays & Fixtures
Window Displays
Laser & Router Cutting
Portable Displays

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Light Fixtures Wall Coverings Large Format Prints White Ink

Direct to Substrate - Wood & Glass

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Grand Format Fabricated Lightboxes Ultra Thin Lightboxes

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Campaign Management

Fulfillment Packing

Installation

FOR THE LATEST DUGGAL NEWS & PROJECTS, CHECK OUT DUGGAL.COM

From your hands to their walls



Sell your photography with ease

Your Art Gallery
www.yourartgallery.com

VISUAL DISPLAYS, CUSTOM DISPLAYS & FIXTURES, WINDOW DISPLAY, LASER & ROUTER CUTTING & TIXTURES





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.















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.

Duggal Greenhouse has played host to New York Fashion Week events for such design houses as Dior, Alexander Wang and Moncler.

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 wideranging capabilities spark the collective imagination of artists, museums and galleries.

SHOWROOMS/ TRADESHOWS

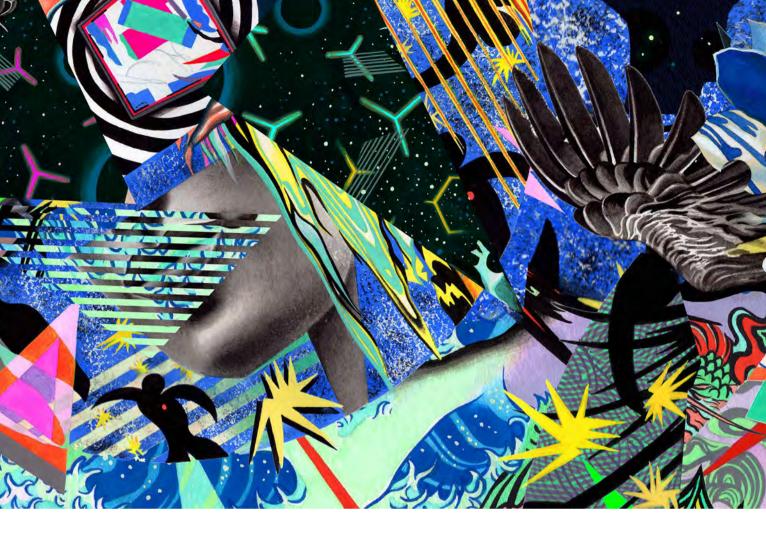
Duggal can bring your showroom dreams to stunning realization. Our showroom and tradeshow design integrates everything from interactive kiosks, LED displays and dimensional graphics to digitally printed carpeting, metals, wood and fabrics.

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.







TROPICÁLIA:

COMMEMORATING CORNELL TECH CAMPUS' GROUNDBREAKING ON ROOSEVELT ISLAND

Cornell University's Cornell Tech is finally getting it's own home on Roosevelt Island, New York. To help show off their new digs, Cornell commissioned artist Peter Gerakaris to create an artwork to commemorate this historic groundbreaking. Tropicália is an immersive, mixed media, site-specific installation curated by Kendal Henry.

Jane Swanson, Assistant Director of Government and Community Relations for Cornell Tech had this to say about Gerakaris' installation:

"Peter's project is a magnificent example of the kind of creativity and innovation we plan to bring to our campus on a regular basis and we're proud to feature a fellow Cornellian while doing so. This is one more step towards our commitment to bring public art to the Roosevelt Island community."

Gerakaris' self-described "pop-botanic" work presents somewhat of a hallucination to his viewers. His hypnotic, highly colorful, geometric imagery entices viewers in, and hypnotizes once one is there.

Duggal Visual Solutions is very proud to have produced the vinyl prints Gerakaris assembled on site in what is a large format collage.

Tropicália speaks to the future of the university's presence on Roosevelt Island by fusing art, technology, place and community. This vibrant, expansive installation features hidden surprises that may be revealed only by multiple visits. Some elements are visible only from certain vantage points, while others unveiled through the use of 3D glasses.

ADEL VALSON RECEIVES ORDER OF THE BRITISH EMPIRE MEDAL OF HONOR

Duggal congratulates Albert Watson on being awarded an Order of the British Empire (OBE) by Queen Elizabeth II for his lifetime contributions and achievements in the photography community. Watson, a longtime Duggal client, accepted his medal of honor in a special ceremony at Buckingham Palace in June.

The famed photographer's illustrious career spans more than 40 years, during which he has created some of the world's most iconic photographs, many of them now featured in galleries and museums. The Scottish photographer has shot more than 100 covers for Vogue and 40 covers for Rolling Stone, and he has created imagery for countless ad campaigns by global brands including The Gap, Levi's and Chanel. He is the man behind the official posters for box-office hits such as Kill Bill and The Da Vinci Code, and has directed more than 100 TV commercials.

A paragon of passion and pillar of the commercial photography industry, Watson has been visiting Duggal's Bob Kapoor and Ashma Bhulla for their photographic production and mounting consultancy since the late '90s. The working relationship dates back another 15 years to their first encounter, when Kapoor processed Watson's film and personally delivered it to his downtown apartment.

Watson's OBE medal joins an impressive trophy case that includes a Lucie Award, the Hasselblad's Masters Award, three ANDY Awards, the Royal Photographic Society's Centenary Medal and Honorary Fellowship, and even a Grammy Award. Frequent Duggal partner Photo District News named Watson one of the 20 most influential photographers of all time.

Cheers to our good friend, Albert Watson. Well-deserved!





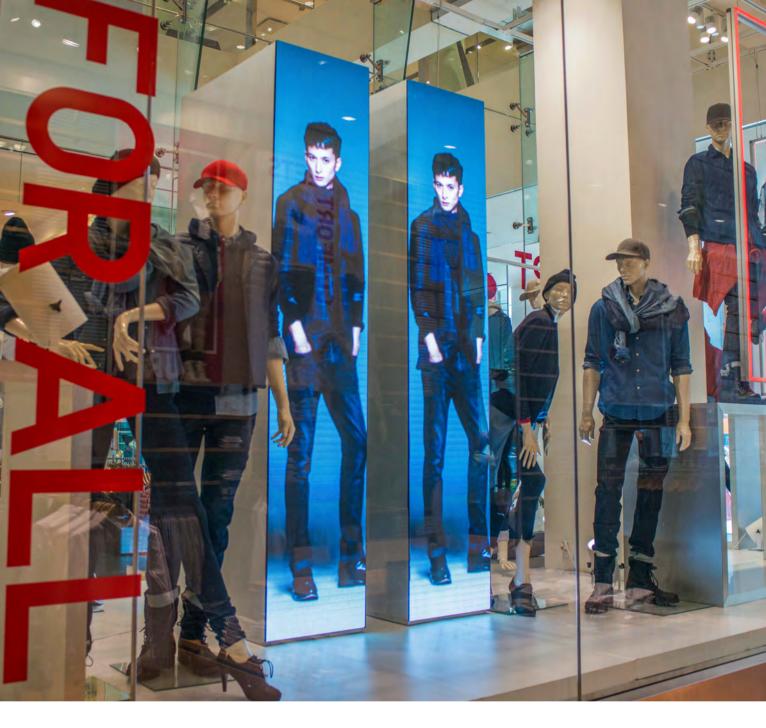


DIGITAL SIGNAGE & MULTIMEDIA

PAVID YURMAN

DAVID YURMAN

DAVID YURMAN



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

Duggal provides full service, concept-to-creation displays. From

showcased in custom fabricated of unique multimedia experience 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 3.0 renderings to digital content newest technologies in the design

packages. Duggal professionals have digital expertise everything from electronics and sensors to programming and working alongside lighting, our fabrication team to ensure seamless design-to-display integration with custom video, animation and graphics.

MECHANICAL, VISUAL FIXTURE & PRODUCT DESIGN

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

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

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

MECHANICAL DESIGN

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

VISUAL DESIGN

Our in-house designers specialize in all areas of visual

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

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

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, gallerv openings, events and retail campaigns worldwide.









Retouching CONTRACT PROOFING, STUDIO PHOTOGRAPHY, SCANNING, DIGITAL FILM OUTPUT



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.



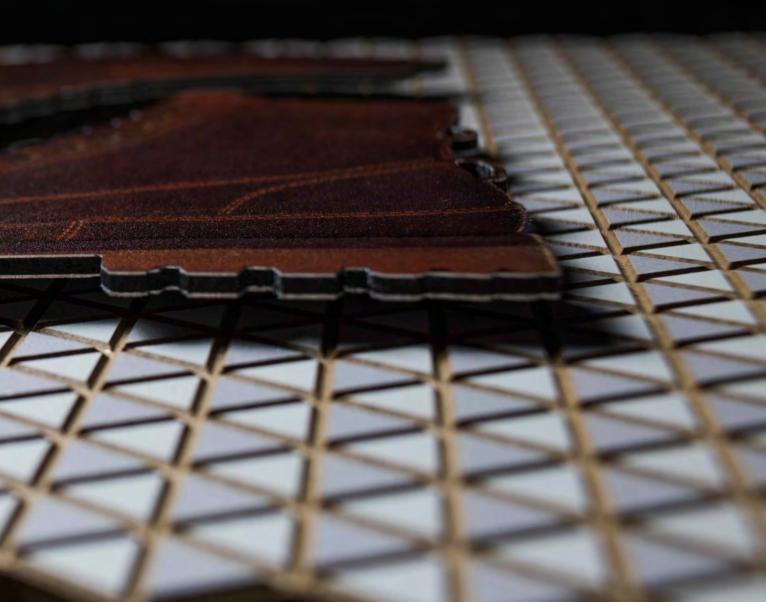
Pushing

MATERIAL
RESEARCH &
DEVELOPMENT

Bowe

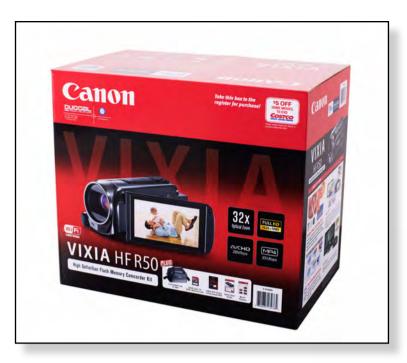


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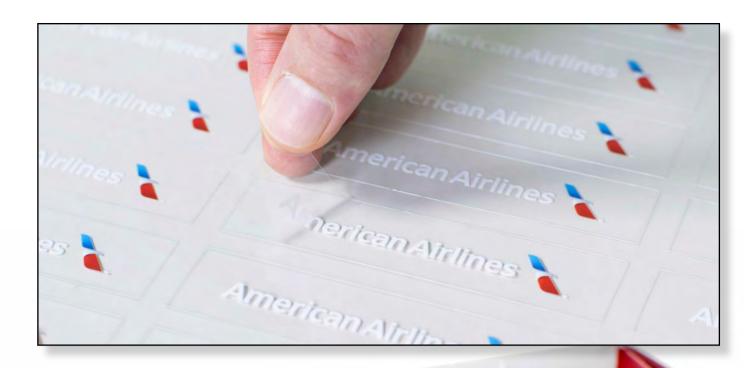
Packaging Comps States and Printing States are also and the Comps States are also are a

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.







LAMINATION& FRAMING

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.



Tighting The Path GREEN ENERGY COMPANY LUMI-SOLAIR®'S LIGHTS STAY ON, EVEN WHEN THE GRID GOES DOWN.

Lumi.Solair® provides state of the art renweable energy off-grid power solutions for street lighting, telecommunications towers, and more. Our unique energy management systems enable our products to function in the most emanding environments, having successfully worked in all weather conditions, including Hurricanes Irene & Sandy, and the winters of Buffalo, NY.

The Lumi is Lumi.Solair®'s LED cobra head fixture with battery backup, and is ideal in areas with pre-existing grid connected street lights. The Lumi can be used to retro fit conventional sodium fixtures and cut energy costs be two-thirds. However, with the Lumi, if the power goes out, our lights will stay on using our proprietary battery backup and energy management system built into the LED light. The Lumi is ideal for a utility company looking for ways to shed their peak load or a city trying to find an innovative solution to prevent street light outages as a result of grid failures or natural disasters. With the lithium based battery backup, the Lumi can provide backup power for up to 2 days without grid power. Lumi.Solair® - When the grid goes down, our lights stay on.





Flatbed Printing

In 2013, Duggal and Fujifilm announced the first commercial installation globally of the new Inca Onset Q40i UV high-speed digital press. With a droplet size of just 9 picoliters, three times less than the industry standard, the Inca gives Duggal the ability to provide unprecedented image detail and tonal range for industrial volume runs.

Our Rho 900 flatbed press and Océ Arizona 350 GT UV flatbed printers are capable of printing directly to an assortment of substrates up to 2 inches thick, from display boards to aluminum and wood. Our presses also feature white ink for special effect printing on colored and metallic substrates.





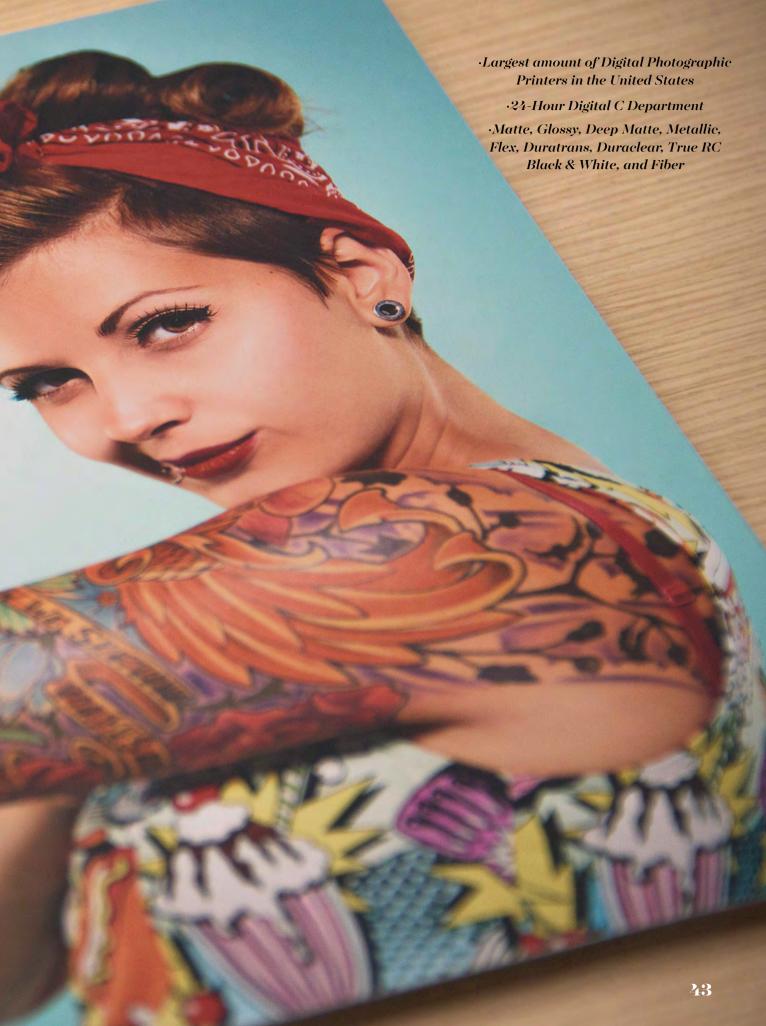


DIGITAL OFFSET PRINTING

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.







VIDE TORMATICE TRINING

In 1993, Duggal became the first company to fully wrap a building in a wide format photographic mural. Since that groundbreaking success, we have led the graphics industry in producing banners, building wraps, custom digital wallpaper, vinyl floor graphics, billboards, carpeting and fleet graphics around the world.

We offer a comprehensive assortment of materials, from highly durable vinyl and fine art canvas to lightweight textiles, and a range of eco-friendly materials. Our printers are all VOC-free and feature the latest green technology and ultra high- resolution print heads. Our large fleet of top-of-the-line UV, Latex, Dye-Sublimation and Archival Pigment printers allows us to create high quality graphics at any size, quantity and speed required.

Our wide format printing is complemented by our finishing department that can seam, trim and weld thousands of graphics quickly and accurately. Our installation team can then handle everything from nationwide rollouts to major events.





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.

Current Store Visuals

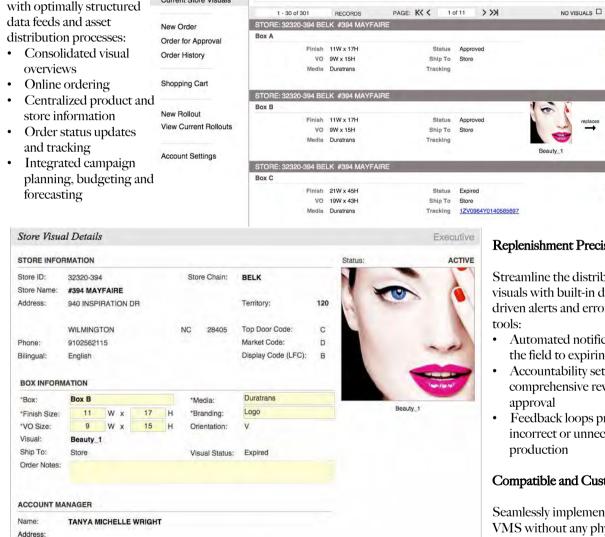
DUGGAL

Current Store Visuals

Overview

Real Time Visibility

Access the most up-to-date information in real time



Replenishment Precision

Welcome, YELENA TEPLITSKAYA : EXEC

Executive

Streamline the distribution of new visuals with built-in deadlinedriven alerts and error-prevention

- Automated notifications alert the field to expiring imagery
- Accountability settings for comprehensive review and
- Feedback loops prevent incorrect or unnecessary visual

Compatible and Customizable

Seamlessly implement Duggal VMS without any physical installation and minimal training.

The solution is customizable to meet your specific business needs and tailor functionality to your own workflow requirements.

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.

REVERT

SAVE

Phone:

Email:

@ REMOVE STORE BOX



Duggal's 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.

- 40,000 square feet of warehouse space to stage, pack, store and ship your order.
- Develop, install and manage print campaigns, digital signage and everything in between.
- In-house fullfilment team experienced in installing fine art in galleries and museums, same-day tradeshow setups and overnight retail transformations.







Get in Touch

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

PRINTED ON THE INDIGO 5600 DIGITAL OFFSET PRESS

