

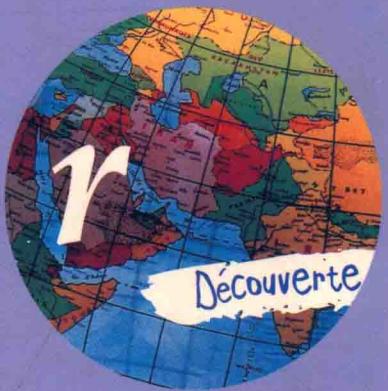


IT'S TIME
TO SELL
SOME
BEER.

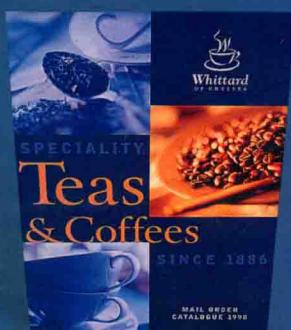
food

Effective Sales Catalog Design

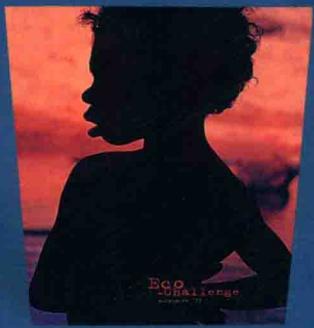
recreation



business



An International
Catalog and
Brochure
Collection



hobby



home



Effective Sales Catalog Design

An International
Catalog and
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Collection



copyright

Effective Sales Catalog Design

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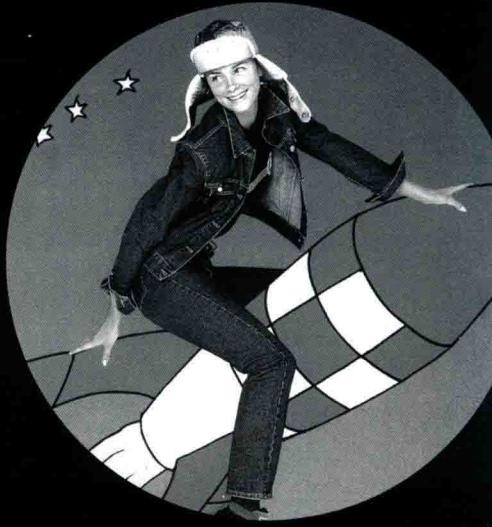
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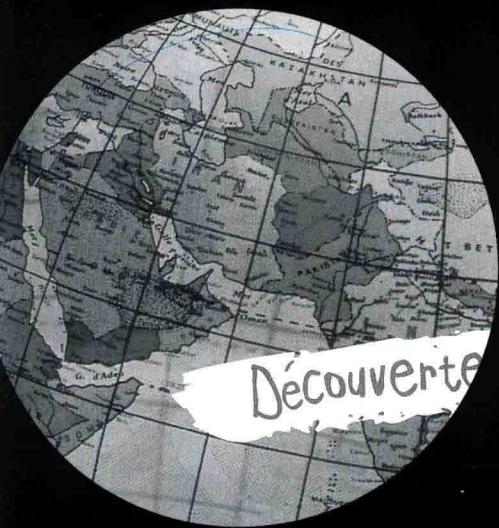


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Effective Sales Catalog Design

An International
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copyright

Effective Sales Catalog Design

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foreword

This book is Volume 2 of our "Catalog Graphics" series, the first of which focused exclusively on Japanese catalogs. For this international edition, we have assembled sales catalogs from countries all over the world. Outstanding in design and practical in approach, nearly 200 examples are presented, categorized by business for easy reference.

Visual attractiveness is a key element in drawing consumers' interest and arousing their buying impulses, but turning these interests and impulses into actual purchases requires information: price, size, features, descriptions. Without a doubt, the biggest challenge faced when designing a sales-provoking catalog is creating a beautiful layout that contains all of the information that the consumer really needs, while at the same time preserving the integrity of the product's image.

Looking at the works included in this book, one can see that each catalog has been calculatedly created, taking careful aim at a specific target. It may be a toy catalog, intended for a market consisting mainly of children, in which fun-to-look-at, cute designs contain easy-to-read prices and product information. Or a fashion or jewelry catalog, where product images explode across full pages, where a delicate balance must be maintained in the layout allowing prices and other text information to share those pages without detracting from the atmosphere. A truly effective catalog can only be created if one understands the mind of the reader, the consumer.

Recently, as in mail order sales, the trend has been to make purchases directly from a catalog without having seen or touched the item itself. This trend is increasing, making catalogs an even more important and influential sales medium. We hope that this book will stimulate your sensitivities, and prove useful in the creation of even more effective catalog.

Finally, we would like to express our appreciation to all of our contributors, for sending us so many examples of exceptional catalog design.

P·I·E BOOKS

Dies ist der zweite Band unserer "Catalog Graphics" Buchserie, wobei der erste ausschließlich auf Kataloge aus Japan konzentrierte. Für diese internationale Ausgabe haben wir Kataloge aus aller Welt zusammengetragen. Die etwa 200 hier präsentierten Beispiele, alle herausragend in Design und praktischem Gebrauchswert, sind kategorisiert nach Branchen.

Visuelle Attraktivität ist das Schlüsselement, um das Interesse des Kunden anzuziehen und Kaufimpulse zu vermitteln. Aber um dieses Interesse auch in einen aktuellen Kauf umzusetzen, braucht es Informationen: Preis, Größe, Eigenschaften, nähere Beschreibungen. Ohne Zweifel ist die größte Herausforderung bei der Gestaltung eines verkaufsaktiven Kataloges das besondere Layout. Darin sollen alle, den Kunden interessierenden Informationen untergebracht werden können und gleichzeitig soll auch die Integrität des Produkt-Images bewahrt werden.

Betrachtet man die Arbeiten in diesem Buch, so kann man erkennen, daß jeder Katalog mit Kalkül kreiert wurde. Immer wurde sorgfältig auf das spezifische Ziel geachtet. So kann ein Spielzeug-Katalog, der auf einen größtenteils aus Kindern bestehenden Markt gerichtet ist, durch sein anheimelndes Design mit Spaß zu betrachten sein und besonders leicht zu erfassende Preis- und Produktinformationen enthalten. Bei einem Mode- oder Schmuck-Katalog hingegen, bei dem Produkt-Abbildungen über die Seiten hinweg schier explodieren, muß, um nicht die Atmosphäre zu stören, im Layout eine delikate Balance bewahrt werden zwischen den Bildern und den Preis- und anderen Text-Informationen. Ein wirklich effektiver Katalog kann nur gestaltet werden, wenn man den Leser, den Kunden versteht.

Wie im Versandhandel wird heute bei vielen Firmen nach Katalogen gekauft, ohne die Ware im Original gesehen oder angefaßt zu haben. Dieser Trend verstärkt sich und macht Kataloge ein noch wichtigeres und einflußreicheres Verkaufsmedium.

Wir hoffen, daß dieses Buch Ihre Sensitivität stimulieren und Ihnen bei der Kreation noch effektiverer Kataloge nützlich sein wird.

Zum Schluß möchten wir allen danken, die uns so viele außergewöhnlich gut gestaltete Kataloge gesandt haben.

vorwort

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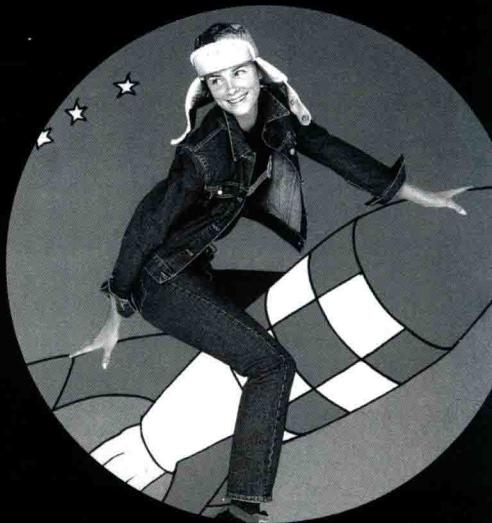
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Main Products

Credit heading

CL:Client

Creative staff

*CD: Creative director

*AD: Art director

*D: Designer

*P: Photographer

*I: Illustrator

*CW: Copywriter

*ST: Stylist

*DF: Design Firm

Country of submittor

Year of completion

Size: height×width(mm)

home

homes & construction

interiors & exteriors

lifestyle

electrical goods



s a v i n g s

Save valuable space. Reduce the amount of space required to accommodate your office needs.

Our clients have found that our movable wall system can reduce their footprint by up to 50%.

Save time and money. Our modular wall system allows you to quickly re-organize your office without disrupting business.

Save energy. Our 100% recyclable materials are energy efficient and environmental friendly.

Save effort. Our products are designed to be easy to install and maintain.

Move - imagine a completely flexible modular interior which can be moved to match changing work processes.

Integrate - imagine a modular interior which can be integrated with other systems to create a cohesive environment.

Secure the Office Process - imagine a modular interior which can be secured to protect sensitive information and equipment.

Conserve Construction Budgets - imagine a modular interior which can be constructed quickly and inexpensively.

Provide Flexibility - imagine a modular interior which can be easily modified to meet changing needs.

Support Ergonomics and Environmental Initiatives - imagine a modular interior which can be designed to support ergonomics and environmental initiatives.

And... you really do it easily.

No need for right angles, complex fitouts, and expensive site preparation. Our modular interior can be installed in minutes, saving time and money.

With Clestra Hauserman's full line of accessories, you can create a dynamic office interior. Easy to install and easy to remove, our line of accessories is designed to expand work surfaces and enhance your movable wall system without the use of destructive fasteners.

Design Services Provided: Project Design, Site Selection, Construction, Installation, and Ongoing Support.

enhance your workspace

Clestra Hauserman's full line of accessories is designed to complement your movable wall system with creative, space-saving solutions for today's dynamic office interiors. Easy to install and easy to remove, our line of accessories is designed to expand work surfaces and enhance your movable wall system without the use of destructive fasteners.

- Modular Wall System:** Panels, doors, and accessories for creating modular office environments.
- Mobile Workstation:** A mobile workstation featuring a desk, chair, and storage unit.
- Storage Units:** Modular storage units for organizing files and documents.
- Office Chairs:** Various office chair models.
- Desks:** Modular desks and workstations.
- Partitions:** Modular partitions for dividing office spaces.
- Accessories:** Various accessories like door handles, panel locks, and mounting hardware.

can your office do this?

Clestra Hauserman's Moveable Wall Systems are made to move. In a matter of hours, you can quickly respond to changing business demands which require the alteration of interior office layouts. The benefit is that change can be managed in a fraction of the time it would take to tear down and re-erect conventional construction... and at a lower cost. The design options are all based on modular components which form solid, glazed or combination partitions and door units. All components can be easily relocated and re-used, offering complete flexibility to the user.

Moveable Wall Systems can be used to create completely different work process solutions. For example, in a matter of hours, you can create a traditional office/conference room layout, an executive suite, or a teaming/training area. With Clestra Hauserman Moveable Wall Systems you can focus, conference, team, hotel, touchdown, and break-out of the limitations of conventional construction.

flexible

endless possibilities for private or interactive space solutions

1
Traditional Office/Conference Layout

conference room 1
private office 3
storage walls 6
touchdown spaces 7

2
Executive Suite

executive office 1
administrative office 1
private office 1
conference room 1
reception area 1
storage wall 6
touchdown spaces 7

3
Teaming and Training Area

teaming areas 3
touchdown space 7
mail/fax/copy room 1
storage wall 6

These three layouts are based on the exact same material components. With Clestra Hauserman Moveable Wall Systems, you can reuse the material in which you have invested again and again and again. Performance is guaranteed.

• Panel-48" Wide, Solid (18)
 • Panel-48" Wide, Clerestory (9)
 • Panel-48" Wide, Half Glass (8)
 • Door Assembly (4)
 • Storage Walls (6)
 • Touchdown Spaces (7)

Office Partitions

CLESTRA HAUSERMAN CL, I: Clestra Hauserman CD, AD, D: Joyce Nesnadny / Timothy Lachina CD, AD: Mark Schwartz D: Gregory Oznowich / Michelle Moehler P: Design Photography, Inc. CW: Pat Turnbull DF: Nesnadny + Schwartz USA 1996 SIZE: 294x298



Der erste Eindruck ist oft schockierend. Mit Glas muss es eben nicht nur Distanz und Sicherheit durch die Wahl eines Bildes sein, das direkt auf uns gerichtet ist.



Innenleben ist die eindrucksvolle Architektur des Gebäudes selbst mit dem markanten Glaswelt im Innenbereich - als das Hotel eine Fertigung in die Details von Glas. Bilder am Himmel ist ein direkt auf uns gerichtet.



Die weisse Farbe lenkt Lendenlicht auf die Rechte zwischen wichtigen Arbeitsbereichen und der City, um mindestens Punkt dieser Arbeit zu erreichen. Am rechten Außenbereich verfügt das Bürogebäude über einen kleinen Balkon, der einen Ausblick auf den Innenhof bietet.

Die Fenster sind die wichtigste Attraktion im Büro und ausgestattet mit dem markanten Glaswelt im Innenbereich - als das Hotel eine Fertigung in die Details von Glas. Bilder am Himmel ist ein direkt auf uns gerichtet.



Ausstattung

Convis beeindruckt im Detail



Haus Drei - der Glaspalast. Weitblick statt Enge, Ausblick statt Grenzen. Die Großzügigkeit der Räume erhebt Sie über das Einerlei beschränkter Möglichkeiten. Tagsüber durchflutet das Licht Ihre Stätte der Produktivität, nachts sind Sie leuchtendes Beispiel für andere.



Glaswelt - Innensicht



Glaswelt - Innensicht



Fassade - Glaswelt



Glaswelt - Innensicht



Fassade - Glaswelt

Haus Drei

Wohnbare Flächen Haus 3 in Quadratmeter			
Gr.	Gr.	Gesamtbau	Gesamt
2. OG	79,43	79,43	79,43
1. OG	28,32	28,32	67,75
EG	238,96	238,96	238,96
1. OG	39,11	253,13	253,13
2. OG	44,29	271,64	271,64
3. OG	44,29	271,64	271,64
4. OG	44,29	271,64	271,64
5. OG	44,29	271,64	271,64
SG	168,39	345,18	513,57
Gesamt	2.194,90	2.207,63	1.944,09
			6.122,82



Office Building

CONVIS CL: Blumenauer CD: Karl W Henschel AD, D: Andrea Gugau P: René Spalek CW: Daniel Henschel DF: Sign Kommunikation Germany 1997 SIZE: 320x220