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Kernow Coatings launches new marketing concept for Wide Format in follow up to FESPA

Proving that innovation and creativity is at the core of everything they do, Kernow Coatings have launched a new way to help their distributors show end users applications and benefits, not just products.

“KernowJet DecoBox: a booth in your bag”

Kernow Coatings made a determined choice for 2018: the coating specialist decided to give it's distribution partners a booth - no bigger than A4 and only 2cm thick, that will fit in every briefcase: the **KernowJet DecoBox**.

The KernowJet DecoBox is a new, innovative and smart marketing tool created and developed by Kernow Coatings to not only showcase and explain products, but also display possible applications in 3D. While a sales rep explains - for example - the KernowJet Metalik® film, they will also be able to show a lettering and design applied to a clear surface, just like a real shop window or a print applied to a board like rigid substrates for signs and decoration.

The DecoBox includes several solutions for interior decoration: KernowJet FloorShark®; the PVC-free R10 Certified floor graphic film that does not need to be laminated, a printed wall of KernowJet Interiors non-woven wallcoverings in 13 different finishes, mini displays of KernowJet Supreme and Ultimate - the two unique roll-up & pop-up display solutions and lastly, KernowJet Opaline for backlight which can be illuminated with the mobile phone light to show the real colour gammut of the product.

It's the perfect tool for printing companies, marketing agencies and brands to see where and how to use the latest KernowJet products. The swatchbooks of all available wide format products are included in the DecoBox. To see the KernowJet Decobox in action, please the Kernow Coatings Youtube Channel to view a presentation video.

Working together with printer manufacturers and distribution partners

Kernow Coatings's products were visible at FESPA Berlin in several booths. Major brands like HP, Mutoh and Mimaki were showcasing several products.

KernowJet Interiors 500 Porcelain was displayed on a very impressive 30m² wall in the VIP area of the HP booth. The artistic and colourful wall was designed by ATA Designs for the Latex division of HP.

Mutoh displayed multiple products to show the versatility of the ValueJet 1638UR Roll-to-Roll UV LED Printer. Numerous applications were printed on products from the KernowJet Range; the black IconiK 200, the clear KlearView 142, the backlit Opaline Frost 195 and the Metalik® Cut&Print films.

In the Mimaki booth, KernowJet Metalik® was used in two ways by the Japanese manufacturer. Showcasing applications in airport and hotel environments, Mimaki chose KernowJet Metalik® to cover the walls of the hotel room. The simple yet eye catching special effects were extremely effective in drawing people in to the booth. In addition, during the entire show, the newly launched UCJV300 printer was live printing different designs on the Metalik® Rose Gold film.

These major brands decided to work with KernowJet products for the innovative and unique functional features Kernow Coatings offers to the market. It enables all partners to highlight solutions and create demand for their own products. For information on the KernowJet Decobox or any products in the wide format range please contact Kernow Coatings.



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ABOUT KERNOW COATINGS

Built on innovation, Kernow Coatings is the global leader in optimized high-performance coatings for print, security, engineering and industrial substrates. Printer OEMs and leading national brands trust and certify Kernow solutions for wide format and narrow format specialized print media – synthetics, self-adhesives, colors, metallic and much more. The company operates across Europe, the Americas, Asia, and Australia.