

INSIGNIA REFRESH COLLATERALS 2004

THE CONCEPT

The Insignia range is presented in a manner similar to a range of jewellery - highlighting the finishes and the attention to detail. Simple, slim, elegant, Insignia is clearly Parker.

TRADE FOLDER

A six page trade folder emphasising Insignia's distinctive slender appearance and the new range of finishes.



SHOWCARD

Selection of 3 as either A4, mounted “turn-over edge” onto 2 layers of “B” flute corrugated board with an integral strut on reverse, and B6 mini, onto 250gsm silk finish card, folded back on itself to create a double thickness and an integral strut.



POSTER

Selection of 3 in A2 size with hanging bars and cord included.



DISPLAY

Parker injection moulded window display carrying printed graphic insert.



FLOORCASE TILE LENS INSERT

Printed card insert used in conjunction with clear acrylic lens for insertion into Parker floorcase.



