

CAPABILITY PACKAGE



"We believe in exceeding your expectations.

Delivering visual concepts & solutions that innovate and elevate your business and make your brand shine. We deliver your business with our passion".

WHY WE DO - ABOUT US

Zest Image is your full-service provider for leading visual solutions.

We work directly with our clients creatively and conceptually to inspire and educate them on what is possible with traditional mediums as well as the newest and most cutting-edge products being used locally and globally, delivering amazing results for Australia's leading retail brands, quick service restaurants and high end display environments

Utilising advanced technology and design, ZEST Image offers complete Sign and Viusa

Display Solutions, including Large Format Print, Manufactured Signage, Digital Signage and point of sale displays. We specialise in shop and retail design, exhibitions, events, property hoardings, restaurant settings and outdoor applications.

Working with you every step of the way, we provide cost-effective, high quality communication with a focus on the very best customer service.

We look forward to connecting with you.







"We provide imaginative and resourceful individuals who, using the highest quality equipment and technology, conceptualise your ideas and turn them into reality! "

HOW WE WORK - DESIGN & INNOVATION

Zest Image innovation is deeply rooted in the organisation, from its genesis as the first Australian user of large-format flatbed digital print, to its development of the Zest Smart Sign digital signage management system, its early adoption of off-shore signage manufacture; and its design and manufacture of LCD displays for specific signage applications.

Our creative design team can provide innovative design solutions to meet your design brief requirements and meet your

marketing budget. Zest Image's design team includes creative, industrial and environmental designers – able to come up with innovative concepts, and then design cost effective ways of delivery.

With our extensive knowledge of design, deep experience in working with Australia's leading brands, and the use of our leading edge technology, we can prepare creative concepts and assist in choosing the right solution to match your desired outcome.









BOX HILL CAE Register your details

HOW WE WORK - CONCEPTUAL DESIGN

Zest Image provides innovative and creative design solutions that have been successfully implemented. We integrate our projects with a group of experienced, professional and creative designers who develop a diversity of ideas.

The successful approach to any project blends the unique user criteria with handson planning, design development and construction budgeting using graphic, written and oral presentation techniques.

Our ability to work diligently with the design team and clients in a cost effective, efficient manner further assists in creating a successful project. We focus on a high level of design quality while maintaining established time schedules and budgets. We select those team members who are best suited to deal with the challenges of each project's unique requirements.





WHAT WE DO - POINT OF SALE DISPLAYS

Zest Image provides highly effective point of sale solutions for a variety of retail and QSR settings including counter top solutions, mobile vending carts, custom design units and interactive displays. Point of sale solutions provide useful information to consumers about product benefits, product differentiation, special offers and customer loyalty programs.

Our vastly skilled team can execute a holistic in-store point of sale experience, from window and point of sale displays, brand activation and retail imaging to key promotional items that engage customers in-store and increase sales.

We provide step-by-step installation instructions and layouts to help you communicate your vision and display ideas to in-house visual merchandising teams. The services we offer such as design, prototyping, freight and logistics and global installation ensures a seamless and successful process from the beginning.





WHAT WE DO - PRINT

Zest Image was founded as a large format digital print company in 2002 and has grown to include the most technologically advanced printing machinery and processes to service clients in Australia and overseas.

With the ability to print on a diverse range of substrates, in any size, and for indoor or outdoor applications, our designers can provide turn-key visual solutions or custom built elements. That is why we continue to be a preferred print supplier of many retail and OSR businesses.

We specialise in providing ambient permanent graphics that service both architectural and commercial construction requirements. Regardless of the physical size or scope, our images can be used for facades such as museums, art galleries, sports centres, schools, commercial buildings and hotels. We offer knowledge and technical expertise that will help you create unique architectural design features.

Zest Image also provides environmental print applications for exhibitions, showrooms, internal and external décor graphics, event signage and retail point of sale.





WHAT WE DO - SIGNAGE

With our dedicated signage engineers and fabricators, Zest Image can produce custom built signage to any specification.

From concept and design through to prototyping, fabrication and installation, Zest Image can manage the entire project to ensure top results are achieved for any indoor or outdoor application.

We offer illuminated and non-illuminated fabricated signage solutions to suit your branding needs including major pylon signs, directional signs and fabricated letters.

We have also developed our own signage-specific LED module that far exceeds the standard market LED technologies. Our solution is under continuous development in order to provide significant cost and power savings that reduce carbon footprint.

Zest Image signage products include outdoor fabricated signage, dimensional signage, directory boards, large scale exterior building signage, office signage, way finding and directional signage, illuminated Isigns, ight boxes, frosting, plaques, reception signage, digital wall prints, neon and LED signs.







WHAT WE DO - DECOR & SHOP FITTING

Zest Image Décor is a subsidiary of Zest Image, developed to specifically service Architects and Builders. Zest Image Décor specialises in printing onto a variety of substrates that can be used in architectural fit-outs.

The latest in digital technology provides you with the means of creating a unique architectural and design statement. Size makes no difference – large scale images can be used for on building facades such as museums, art galleries, sports centres, schools, universities and hotels.

Built on the foundations of Zest Image printing & manufacturing capabilities, our specialised architectural team offers the knowledge to help create architectural & building features, unrivalled by our competitors – turnkey solutions, at competitive prices.

The Zest Image diverse product offering, reputation and commercial design team facilitates visual solutions for any situation, and specification.

Zest Image Décor specialises in printing onto a variety of substrates that can be used in architectural fit-outs.

From furnishings to fabric banners, Zest Image Décor offers a wide range of services specialising in the production of textiles. Printing high quality imagery direct to fabrics adds a whole new dimension to commercial or retail fit-outs.

Zest Image Décor not only prints but provides a finishing service that complements your fabric prints – from banners, to sewed edging to extra detail such as piping, furniture covers and curtains can all be prepared to help you design your perfect space.



"Our focus on client services ensures we deliver on and exceed our client's expectations"

HOW WE WORK - ACCOUNT MANAGEMENT

As a valued client you will be serviced by a dedicated account manager and sales support team aligned to your specific industry sector – each qualified to advise the best solutions for your business needs and challenges.

Zest Image services clients in all states of Australia from our office in Melbourne to provide the most effective local and direct communication possible.

Account managers are supported by highly skilled account coordinators and

experienced technical support, product development and design consultants. Our technical sales and product development managers are industry experts to assist customers to achieve the most challenging and innovating visual merchandising, signage and digital signage solutions.

Together, the national sales team, operations and our state of the art facilities provide you with the best service in the industry.



"Our team meet any challenge and deliver locally, nationally or globally. **Zest Image is your** one contact point; responsible and accountable"

HOW WE WORK - INSTALLATION & PROJECT MANAGEMENT

Zest Image's highly experienced project manager's work closely with you and your other specialist suppliers to ensure installations are delivered to expectations. We keep you update and informed throughout the project, and ensure that any issues that arise are identified and dealt with as efficiently as possible.

Zest Image's project management approach and capabilities include:

- Project planning
- Site surveys (including detailed risk analysis)
- Design coordination
- Scheduling and co-ordination of multi-store roll-outs

- Risk Analysis
- Structural engineering
- Building licences
- Quality assurance checkpoints
- National installation
- Warehousing
- National freight logistics
- Status reporting

Our project management capabilities extend n ationally and internationally. Zest Image has the ability to manage projects and rollout programs Australia-wide as well as in other countries throughout Asia, Africa and North America.



"The quality of our client care care, products, processes and services is the vital ingredient in the success of your project"

HOW WE WORK - QUALITY MANAGEMENT

Quality underpins the value that Zest Image delivers to its clients, and is built into our various processes and culture.

Our Quality Systems are highlighted by standard operating procedures and workflow management systems and assures 'right first time' outcome s through our supply chain and production processes.

The key enablers that drive our quality outcomes are:

- 1. Stringent design/proof approval process
- 2. ICC colour management
- 3. Quality control checkpoints

through production

- 4. Investment in skills and technology
- 5. Robust ERP system that streamlines flow of information

Our internal reporting processes and KPI's provide us with visibility of quality performance throughout the organisation.

We work closely with trusted and reliable suppliers, and ensure that they share our quality expectations.



HOW WE WORK - SUSTAINABILITY

Zest Image understands that sustainability and good commercial outcomes go hand-in-hand. By reducing our environmental footprint we can also deliver benefits for our customers.

For instance, through extensive R&D we have developed digital signage hardware that uses around half the energy of our previous kit. The power rating on the Zest Image screen is over a third lower than many equivalent leading-brand products. This can produce savings of hundreds of dollars a year in even a small store.

We have been early users of LED lighting, to deliver signage with far lower energy use than traditional fluoro-lit signage. LED-lit signs also come with much lower maintenance requirements. We provide options to print on recycled materials, as well as the use of eco-friendly inks. Our waste management practices are designed to re-use and recycle where possible, and minimise our use of landfill.

It is our goal to deliver commercially sound environmental solutions to our customers.





HOW WE WORK - OFF SHORE

Zest Shanghai is owned and operated by Zest Image (Aust).

From the mockups and prototypes we produce after concept development, our Shanghai team comes to the fore in sourcing volume production, substrates, promotional merchandise, printed material and other related items to compete with the growing demand of price sensitive offshore manufacture.

All elements undergo strict quality control by Zest Image (Aust) personnel to ensure that product is delivered as intended whilst only partnering with suppliers that comply with strict Ethical Sourcing Requirements.









CASE STUDY - AUDI

Zest Image worked hand in hand with the agency to design & deliver visual solutions for a large promotional activation.

Based at a go-kart track, the activation required large visual elements such as banners which, in combination with custom made elements, created a 'connected' display to highlight the plug in nature of the vehicle being promoted.

Zest Image also created custom made 2D & 3D signage elements to the strict brand guidelines required from such a prestige brand.







CASE STUDY - TARGET DENIM FIT STAND

Recognising an opportunity to improve their customer's shopping experience, Target commissioned Zest Image to create a 'Denim Fit Stand' that was built with innovative technology that could take individuals measurements to suggest the right pair of jeans for purchase.

Zest Image's strategy was to create a temporary pop up stand that could travel around the country to various shopping centres. Using elements such as signage, sound, promotion, product and interactivity, the stand was designed to help Target improve the consistency of adult sizing as well as create a path to purchase to increase sales.









CASE STUDY - PATTIES VENDING FLEET

Zest Image designed and produced a fully integrated, self-sufficient mobile vending fleet for Patties to provide food samples to their customers. The Patties fleet is fitted with branded fibreglass shellves, state of the art technology for product sampling and LED Smart TV with Wi-Fi and Internet

connectivity that allows customers to interact and play games.

This new concept has allowed Patties to not only engage with existing consumers but connect with the younger generation.







CASE STUDY - ETIHAD YAK ALES BAR, VIC

Zest Image worked with CUB to design, project manage and implement the rejuvenation of a tired old food venue into an on-trend "Yak Ales" branded bar.

Tasked with taking the initial design concept from the "Yak" brand team and making it a reality in just 3 weeks, Zest

Image worked with all stakeholders to ensure a smooth & on-time project delivery.

The results were amazing - innovative graphic treatments, custom timber finishes & lighting combining with a new joinery & display items to complete and exceed the expectations of venue and brand teams!







CASE STUDY - MID BRIGHTON BATHS, VIC

The scenic surrounds of the Mid Brighton Baths venue provided a perfect location for a custom Peroni themed outdoor seating area.

Zest Image worked again with CUB & the Peroni brand team to execute a stylish and durable seating area on the upstairs balcony with fabricated timber seating and weatherproof cushions and ottomans.







CASE STUDY - CROYDON HOTEL, VIC

In collaboration with the CUB team, Zest Image drew upon the copper colour of the beer tanks to provide an innovative & durable graphic package to both outdoor & indoor areas of the Croydon Hotel. Vintage footy images were printed to a Copper finish substrate to accentuate the look & feel of the venue and were combined with a fabricated screen surround to provide a perfect backdrop for patrons of the Croydon Hotel Sports Bar.







CASE STUDY - 400 GRADI, VIC

In consultation with CUB, Zest Image developed, manufactured and installed a custom outdoor barriers & planter boxes to promote 400 Gradi & the Peroni brand to it's customers and passing traffic.









CASE STUDY - CREST HOTEL SYLVANIA, NSW

Zest Image produced and installed 'Carlton Dry' branding throughout the Crest Hotel in Sylvania NSW.

The pool room & outdoor bar areas to be branded were re-clad in composite panel to cover the existing textured concrete finish and provided a smooth surface on which we installed the vinyl graphics.





