

MAGAZINE

November 2024

issue nr. 14
EN

holbox 
next generation displays

IN STORE

only

holbox

Back
to our
roots



Building
the future





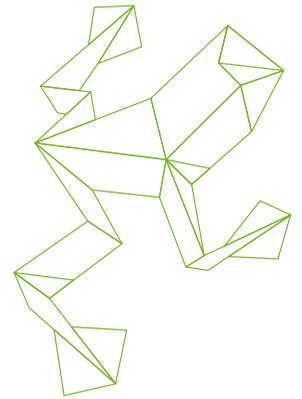
Martijn Hol,
CEO Holbox BV

With the release of this new edition of our Instore Magazine, we also mark a special moment as we celebrate our move to our new, state-of-the-art facility in Roermond. This building not only supports our growth but also reflects our commitment to people and the environment.

We have made significant investments in our production facilities, which has resulted in doubling our production capacity. This enables us to serve our customers even better, seamlessly keep up with the growing demand, and maintain our delivery time of 15 working days.

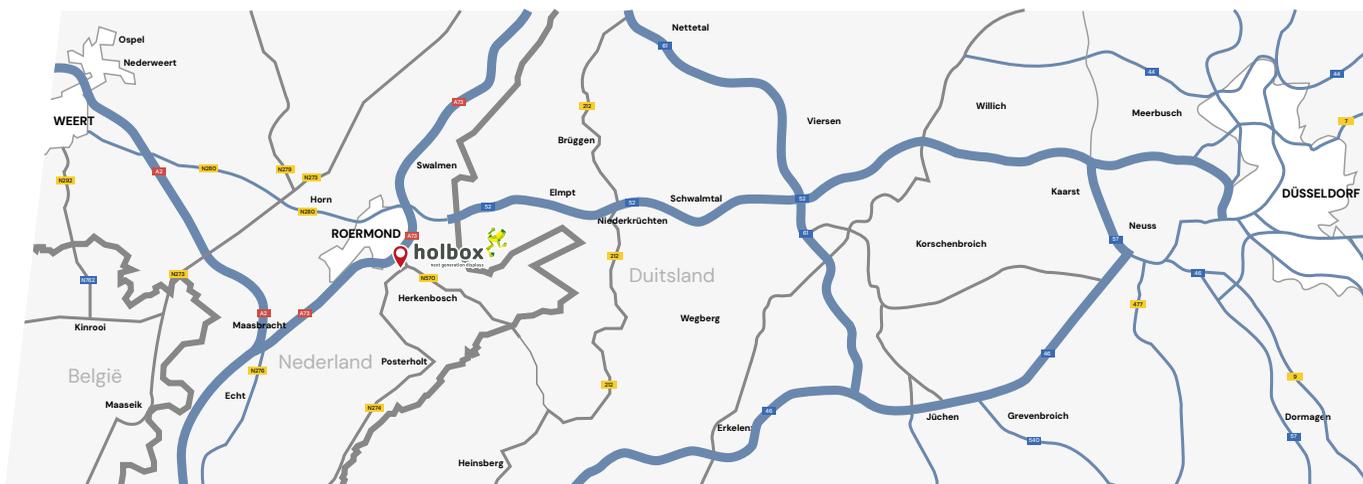
This new chapter marks a period of growth and renewal for our company. We are grateful for your continued support and trust in the successful completion of the move. From now on, we are fully operational again. We look forward to continuing to evolve and grow together with you!

Martijn Hol



In the Heart of the Euregio!

Holbox, located in the heart of the Euregio! Thanks to this central location, we offer an excellent base for both national and international clients. Roermond is strategically positioned at the crossroads of the Netherlands, Belgium, and Germany, making us easily accessible from various directions. From this new location, we can serve our customers even better and respond quickly across the entire Euregio.



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Slaar ze all
4 stickers = 1 gratis knuffel
2.000 Air Miles = 1 knuffel
Holbox+:
for a theatrical,
impressive
in-store presentation

Our road to maximum sustainability

"Our new building meets the highest environmental standards."

In an era where change is the only constant, it is essential for us at Holbox to grow alongside the developments around us. Holbox continues to expand on all fronts, from our customer base to our service approach. This ongoing growth made the move to a new location inevitable. It was not just a matter of space but also about progress and sustainability.



Yellow is the new green

Sustainability is a top priority for us. We believe that a sustainable future starts with the choices we make today. That's why we have chosen a building that not only meets the highest environmental standards but is also one of the most sustainable buildings in the Netherlands. This decision reflects our commitment to both our customers and the environment. By investing in a green and energy-efficient location, we are contributing to a healthier planet and a more sustainable business model.

New Opportunities

The larger space also allows us to expand our offerings. We are proud to introduce Holbox+, a new and extended range of services and products made possible by our new location. Holbox+ is synonymous with innovation and a broader selection, and we can't wait to share

these new possibilities with you.

Our move marks a new chapter in our journey, one that focuses on growth, sustainability, and renewal. We are excited about the opportunities ahead and look forward to exploring them together with you. ●



"We believe that a sustainable future begins with the choices we make today."

Saskia and Michel

Pedagogical Social Work



Birdhouse

12 Electric charging stations



holbox

Van Heutzstraat

Station NS

Line	Destination	Time
3b	Nijmegen	20 min
3a	Maastricht Randwyck	21 min
1	Heerlen	27 min
1	Maastricht	47 min
3b	Nijmegen	50 min
3a	Maastricht Randwyck	51 min
1	Heerlen	57 min
1	Maastricht	77 min

Wervoer



Insect hotel



Refugee in Action

A sustainable step forward



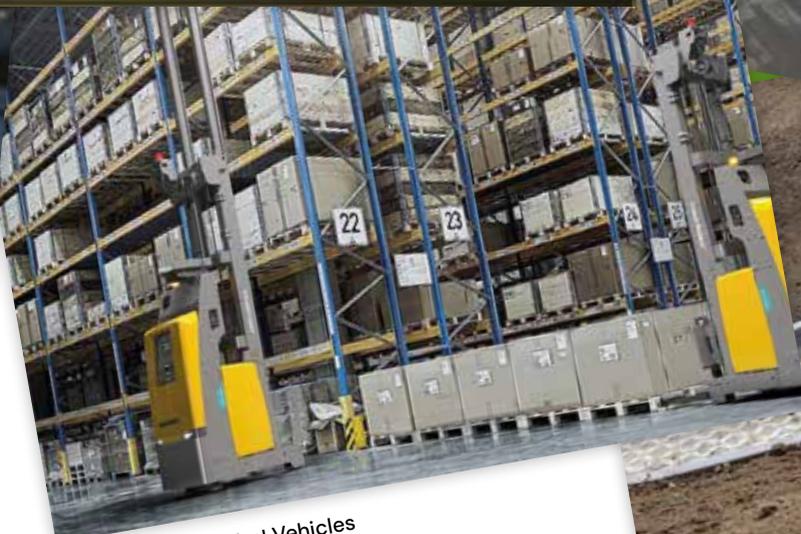
Bat box

Information screen with BREEAM certification



3,000 solar panels

Holbox bicycles



Automated Guided Vehicles



Badger Holstreet

No time to waste with our

In a world where speed and convenience are becoming increasingly important, and sustainability is paramount, our team of creative folding experts set to work to develop displays that meet these core values. The result is the 2 Second Display series: a collection of standard displays that can be set up easily and quickly in just a few seconds. Of course, this is achieved without compromising the look and durability of the displays.



2 Second
DUMPBIN Display



2 Second
TOWER Display



2 Second
ELLIPSE Display



2 Second
RETAIL COMPACT Display
Patentnr: NL 2011530

2 Second Display series

The Benefits of Our 2 Second Display series

- ✓ Easy to set up in just a few seconds
- ✓ Compact and conveniently packaged
- ✓ Wide range of possibilities
- ✓ Reduced transportation needs



Scan the QR-code for more information



2 Second

CONTOUR Display

Patent Application: PL 121047 U
RCD 002055798



2 Second

FOLDABLE SHOP Display

Patentnr: EP 3 586 684



2 Second

RETAIL Display

Patent Application: PL 394309 A1
RCD 001840489-001



2 Second

HANG-IN Display

Patentnr: EP 3205240

Full speed ahead: The new printing press at the core of our production

Double the capacity, even more energy-efficient, and more sustainable. Our new, second production line is set to achieve this. On one hand, it serves as redundancy — a backup — and on the other, it enables us to handle large projects more efficiently in a shorter time. The new CTP machines, printing press, and laminating machine are not only more efficient but also better for the environment. As a result, the entire production line is of higher quality and even more reliable.

“With the second production line in the new facility in Roermond, processes run in parallel,” says General Manager Martijn Hol. “Before one line has finished, the new line can already be set up. This way, order processing flows seamlessly.”

At Holbox, we are well-prepared with backup plans for emergencies like breakdowns,” Martijn adds.

“We also have the factory in Poland. There, we have the exact same machines as here in the Netherlands, so we can easily transfer production from Roermond to Gliwice. Additionally, operators can switch between production locations without any issues.” This actually happens quite regularly. Employees with Polish nationality sometimes wish to spend a few months in their home country. “In that case, they can work there without any problems.” ●





Advantages of the Rapida KBA machine

- Faster
- More sustainable
- Requires less waste to achieve accurate colours
- Energy-saving
- Inline measuring equipment



"Technological advancements are accelerating faster and faster."

Three new die-cutting machines ✓

Three new die-cutting machines

Our three new, identical die-cutting machines allow for the interchangeability of cutting dies, thereby increasing our efficiency and boosting die-cutting capacity.

New laminating machine

This new laminating machine, developed in collaboration with Stock, will be used for all our digital printing work. Especially with the introduction of our new printer, the Canon Colorado, we can now apply Colorado sheets onto our cardboard. This reduces the so-called "washboard effect" and ensures consistent quality.





↖ An Automated Guided Vehicle in action ↗

Robotics and warehouse Management

Robotics and warehouse management play a crucial role in our production process. We have integrated robotic technology, such as gluers and automatic XY plotters, to replace manual gluing. This innovation has not only increased productivity but also significantly reduced glue consumption. Additionally, we optimize our warehouse with a warehouse management system. This system improves operational efficiency and provides

real-time insights into our inventory status. Our warehouse logistics also benefit from Automated Guided Vehicles (AGVs) from Jungheinrich. These advanced forklifts provide automatic, precise, and reliable transport of materials between the warehouse and production machines. With extensive safety sensors, the safety of our staff, cargo, and machines is ensured, contributing to a secure and efficient work environment.

Specialized consultations

“Technological advancements are accelerating faster and faster. In Roermond, we have an experience center where we can showcase all possible techniques to our customers, both in digital and traditional printing. We also conduct seminars and courses to share our knowledge with clients. This way, we involve them in the process, enabling us to provide even more specialized advice and deliver the most successful display campaign tailored to them.”

Discover our new displays

Our folding experts rolled up their sleeves and enthusiastically set to work developing a range of new displays in the 2 Second Display series. These innovative displays are designed to elevate your presentation with enhanced functionality and aesthetics. Each design is carefully crafted to meet the highest standards of quality and user-friendliness, ensuring optimal performance and an impressive visual impact.



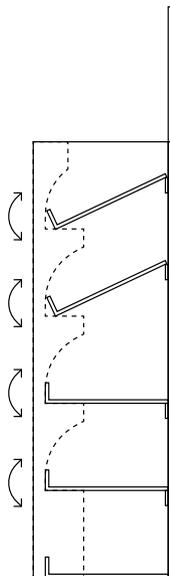
A top-notch new innovation!

2 Second HANG-IN

with angled
and straight
trays

Our standard HANG-IN Display previously offered only one option for tray placement: straight or angled. However, with this new innovation, both options can now be combined in a single display. The trays can be positioned individually, either straight or angled, making the display highly versatile.

- Size: 60x40
- Weight per tray: 15 kg



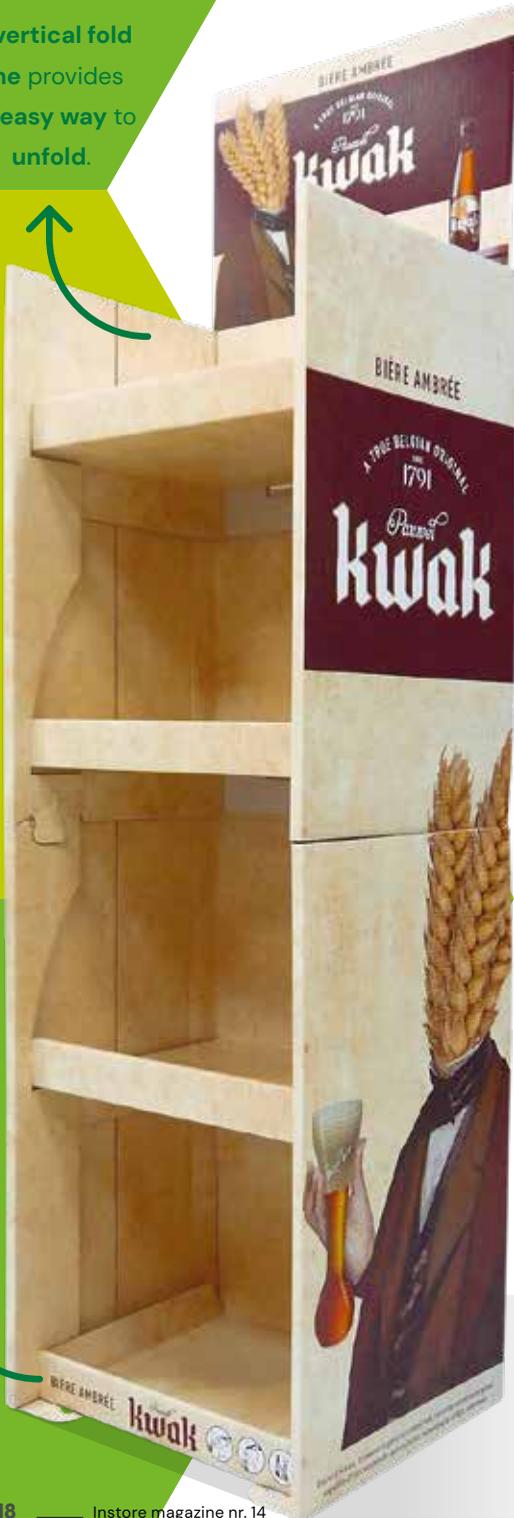
The trays
can be set in
two positions:
straight like this...

or
angled!



2 Second FOLDABLE HANG-IN

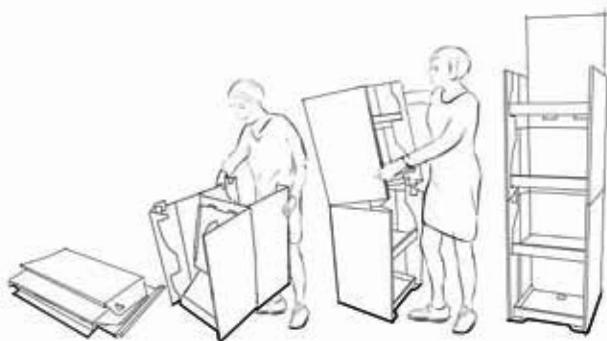
A vertical fold line provides an easy way to unfold.



Sturdy

This display has the same qualities as the standard hang-in display but can be transported even more compactly. This means more displays fit on a pallet, requiring fewer pallets and halving transport capacity! Less transport means lower CO2 emissions and reduced transport costs—a win-win situation! For field marketers setting up the display in stores, this is also a great advantage.

- Dimensions: 390 x 405 x 1385
- Weight per tray: 20 kg
- Patented: EP3205240



Plano display



Scan the QR code to see how easy it is to set up this display.





Sustainability ID

Material Passport of the Display

"An easy way to be accountable to people and the environment"

Scan the Sustainability ID to access the display's material passport. This passport provides insights into the display's composition: it shows which recycled and certified paper or cardboard types have been used, as well as which eco-friendly inks and coatings were applied. It also indicates the appropriate disposal bin for the promotional product at the end of its life cycle. Since Holbox displays consist solely of paper and cardboard, we aim to make the recycling process as transparent as possible, allowing these displays to easily have a second life.



Display with a Sustainability ID



The Sustainability ID is subtly integrated into the display.



The embedded QR code can be scanned with a smartphone.



The material passport of the specific display and all additional desired information is instantly displayed.

Material Passport:

- Provides insight into the use of recycled and eco-friendly materials in the display
- Details material choices, inks, and more
- Option to equip each display with this label
- Transparency throughout the supply chain
- Accountability to customers and consumers
- Accountability for both B2B and B2C



**Discover
the Power of**

**Holbox
Shop
Direct**

holbox 
shop direct

At our webshop, Holbox Shop Direct, innovation, speed, and quality are paramount. We specialize in custom displays, POS materials, and trade show stands. Our comprehensive production process enables us to deliver quickly and efficiently, without compromising on quality. We offer tailored solutions for businesses of all sizes, from small quantities to large production runs.



What Sets Holbox Shop Direct Apart



Personalized Service

Although we are a webshop, we provide fast and personalized support tailored to the needs of each customer.



Creative Solutions

From product personalization to unique designs, our team offers customized creative solutions.



Everything in-house

Our production process, from design to product, is carried out completely in-house for optimal control and quality.



Quality

We ensure a professional finish without the "washboard" effect.



Flexibility

From small to large volumes, we adapt to customer needs.



Sustainability

We invest in eco-friendly production and sustainable materials.

shopdirect.holboxdisplay.com

Forward-Looking Innovations at Holbox Shop Direct

We continue to invest in technologies to enhance our production and customer experience.

Canon Colorado Large-Format Printer

One example is the Canon Colorado large-format printer, which can operate 24/7 unattended and uses UVgel printing technology to reduce ink consumption by 40%, allowing us to produce faster and more efficiently.



Applications

With this advanced printer, we can now offer a complete POS package specifically geared towards producing high-quality Point of Sale materials. This includes items such as floor stickers, shelf talkers, shelf strips, and wobblers—essential tools for effective in-store communication.

Zünd BHS Plotter

Additionally, the new Zünd BHS plotter significantly increases our cutting capacity thanks to its automated material transport system, resulting in faster turn-around times and high quality, even for large volumes. With these investments, Holbox is ready for the future, with faster production times, improved quality, and a continuous focus on innovation.



holbox
shop direct

A woman with blonde hair in a ponytail, wearing a white short-sleeved shirt and purple pants, is leaning over and working with large sheets of corrugated cardboard in a factory or warehouse. The background shows industrial structures and overhead lights.

"We continue to innovate and invest in the latest technologies to better serve our customers."

Customer Testimonial

"Holbox proved to be the perfect partner to bring this concept to life"

In the world of horticulture, Van Nifterik Holland BV is known as a leading trading company specializing in support materials for the (greenhouse) horticultural sector. With a history spanning over 30 years, the company offers a wide range of products, including split bamboo, tonkin canes, fiberglass, and various fastening materials. Their mission? To provide customers with top-quality plant support, ensuring peace of mind.

The need for a striking presence at a German trade fair led to a collaboration with Holbox Shop Direct. The goal was to promote FSC®-certified bamboo with an eye-catching piece: a one-meter-tall 3D panda. Holbox proved to be the perfect partner to bring this concept to life.

Expectations were high, but Holbox Shop Direct exceeded them. The 3D panda was a major success at the fair, drawing significant attention and confirming the concept's effectiveness. The collaboration with Holbox Shop Direct was marked by open communication and efficient handling. Despite the short lead time, they managed to complete the project on schedule. The smooth interaction with the team contributed to a seamless process and reinforced confidence in their capabilities.

For Van Nifterik, working with Holbox was an exceptionally positive experience. They were impressed by the outstanding quality of the final product and the friendly service. Holbox is certainly a partner they would be eager to work with again for future projects. ●



Marith Bremmer
Marketing & Communications

VANNIFTERIK
QUALITY SUPPORT



QUALITY SUPPORT FOR

VA

Van Nifterik Holland b.v.
is FSC® certified!

VANNIFTERIK



holbox+

For a theatrical, impressive in-store presentation

With Holbox+, we introduce a complete concept where your brand literally steps onto the store floor and grabs attention. This concept includes not only the creative design and production but also the on-site assembly of displays.

What is Holbox+?

Holbox+ is more than just a display. It's a complete in-store experience that requires craftsmanship and expertise. We ensure an eye-catching presentation of your product, fully integrated and optimized for your campaign.

The Benefits of Holbox+:

- **Theatrical visibility** on the store floor – captivating and engaging for the customer.
- **Expert assembly** by our experienced team, ensuring everything is perfectly in place.
- **Efficient transport** with fewer movements, reducing costs and environmental impact.
- **One point of contact** for the entire campaign, from concept to completion.
- **Projects up to 50 units** – ideal for impactful displays without mass production.

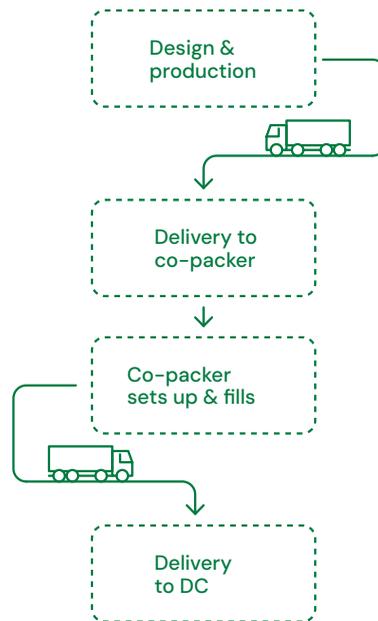




With Holbox+, we also created an Instagrammable display—perfect for social media and easily shareable by customers! For example, a Milka display where customers are invited to take a photo in a world of chocolate and purple mountains, allowing them to take home not only the product but also a memorable experience.

Why choose Holbox+

Current situation



Holbox+



1. Complete service package

We look at the entire picture, from eco-design and production to refining the logistics surrounding the displays. This ensures that you always receive the best service.

2. Expertise and sustainability

With our extensive knowledge of display design and production, we are not only experts at what we do but also committed to the environment. By streamlining our processes, we reduce transport needs and thereby CO2 emissions.

3. Full-service experience

From stocking goods to addressing any issues, we take care of everything. In the first three months of a campaign, we even waive inventory fees and pick up the goods directly from you.

4. Efficiency and cost savings

By minimizing excess packaging and transport steps, we reduce costs for you. Our approach also prevents potential miscommunications and unnecessary extra expenses.

Productions

These customers came before you...

Many well-known brands have already experienced the power of Holbox+. Think of striking, creative displays for the biggest names in retail.



With **holbox+** you not only grab attention, but you also make a lasting impression.



Social and Sustainable Entrepreneurship

Embedded in
the DNA of Holbox

At Holbox, we aim not only for business success but also for a positive impact on the society we operate in. Our commitment to social responsibility is embedded in the core of our company, and one of the primary ways we embody this dedication is through our Navenant Foundation.



Health Foundation Limburg

Navenant Foundation

The Navenant Foundation, part of the Holbox Group, supports charities that reflect our values and have a significant impact on the community. One of our main pillars is our support for Health Foundation Limburg, which promotes research on cancer and dementia. We also

support projects such as the development of young sports talent and Rotary's global initiative End Polio Now.

NAVENANT
FOUNDATION



Holbox Junior Open: A Platform for Young Golf Talent

The Holbox Junior Open, a prestigious international youth golf tournament, saw a record number of participants this year, with 84 players under the age of 23. Holbox, as the main sponsor of the tournament for the fifth consecutive year, plays a crucial role in the development of young golf talent by providing a



platform for young players worldwide. With participants from eleven countries and three age categories, as well as contributing to the world amateur ranking, this event highlights the growth and popularity of the sport. Holbox continues to support and encourage young golfers on their path to success.

End Polio Now Tulip: Holbox's Crucial Role in the Fight Against Polio

Holbox has made a significant contribution to the End Polio Now Tulip, a Rotary initiative supporting global polio eradication. Through the launch and promotion of these special tulip bulbs, Holbox directly aids in fundraising for vaccination campaigns and awareness efforts.

Rotary's decades-long commitment has already protected millions of children and raised billions of dollars. With every End Polio Now Tulip sold, Holbox contributes to a world without polio, where each flower not only adds beauty but also brings hope for a healthier future for all children.



Your customer, our business



STA
PEL
GEK

Win een
strandstoel

Bij aankoop van 7
Crystal Clear LSL

Indicia



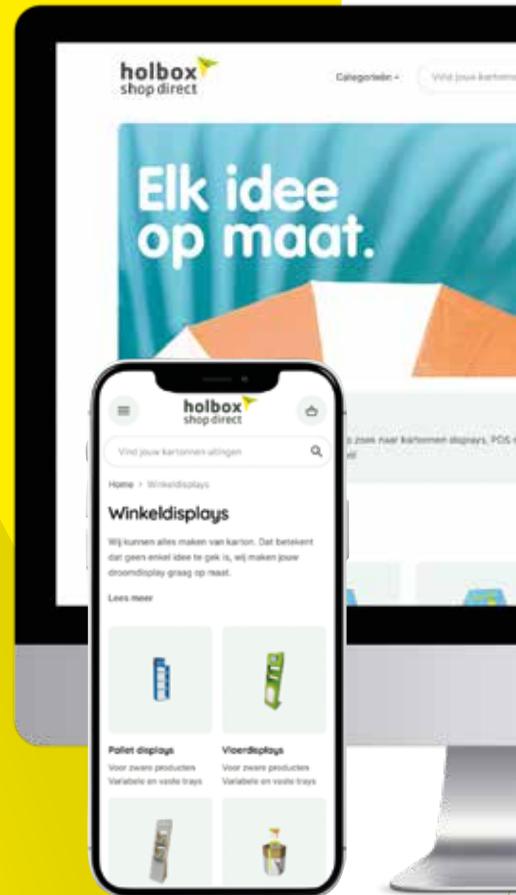
Holbox develops a new digital landscape with Happy Horizon

A revamped website and webshop

Holbox is making a significant leap in its digital transformation with a fully revamped website and webshop. In collaboration with the digital agency Happy Horizon, a platform is being developed that offers more than just products; the new platform creates an inspiring brand experience centered around interaction and storytelling.

The project is supported by modern technologies such as Magento 2 and Headless Commerce, ensuring seamless integration between the website and webshop. This allows visitors to enjoy a consistent, fluid experience, whether they are searching for products or seeking inspiration through Holbox's brand stories. Beyond an improved shopping experience, sustainability is given a prominent position on the platform, presenting it not only as a core value but as an integral part of the brand experience.

Happy Horizon states: "We want the innovative and stimulating look of Holbox's displays to be just as impactful online. The perfect alignment between website and webshop allows Holbox to offer customers a brand experience that is as striking and inspiring as their physical products."



Colofon

INSTORE Only magazine
is a publication of:

Holbox BV

Morgenstraat 1
6045 KB Roermond (NL)
T +31 (0)475 56 95 95
E info@holbox.nl
I www.holboxdisplay.com

Editorial team

Juliette Cober
Chris Gijzen

Final editing

Chantal Hol

Design

Holbox

Photography

Holbox
Laura Knipsael Photography

Print run

1,500 copies in three languages

Paper and printing

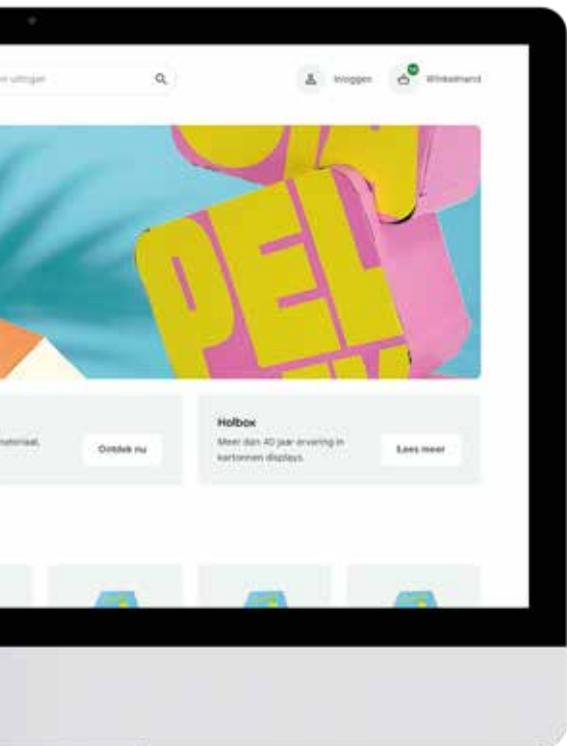
Cover: 250 gsm Maxi-offset
Inner pages: 150 gsm Maxi-offset
Printed with bio-ink



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"We want the innovative and stimulating look of Holbox's displays to be just as impactful online."



With this digital refresh, we not only strengthen our brand but also lay the foundation for future growth. By focusing on interaction, personalization, and sustainability, the new platform provides a future-proof online experience that builds customer loyalty and invites greater engagement with the brand. ●

happy horizon
CREATIVE DIGITAL AGENCY



Holbox BV headquarters

A Morgenstraat 1 6045 KB Roermond, NL
 T +31 (0)475 - 56 95 95 | E info@holbox.nl

Offices

FR Paris DE Köln
 PL Warschau

Production

NL Roermond
 PL Gliwice



www.holboxdisplay.com
shopdirect.holboxdisplay.com