



**instore  
Agency**

[instoreagency.eu](http://instoreagency.eu)

# WE CARRY YOUR BRAND

Instore Agency makes things simple. You deal with all your fixed store exposure. We deal with the movable exposure items. You have a brand, advertising concept, and store interior. We have hangers, bags, gift packaging, mannequins, and everything else exposing your brand that can be moved both within and outside of your store. We're in a class of our own. We do much more than just sell products. In us you get a creative partner that can come up with suggestions and innovative solutions to take your store to the next level. This is something we've done since the 1950s. And it's something we love.

## THREE TYPES OF EXPOSURE

### **PRODUCT EXPOSURE**

A good product exposure is the foundation of a good store and is much more than just showing the product, it highlights and enhances the product, and increase sales. Examples of product exposure that is tailored for an improved shop experience are hangers, hooks and mannequins tuned for brand and garment.

### **DISPLAY EXPOSURE**

Successful display exposure ties your store together. It is a matter of finding functional and effective devices that interact to create a harmony. With us you get a partner with expertise to get the right mannequins, display baskets, racks, stands and other exposure devices that create interaction and enhance your entire store.

### **BRAND EXPOSURE**

The brand has gained a prominent role in modern retail. The customer is often a fan of the brand, rather than the product itself. Thus, you must find creative ways to expose your brand. The most obvious product for this is the bag. Brands that succeeds in making their customers become walking billboards, proudly using their bags, advertising the brand even long after the purchase.

# METHOD

At Instore Agency we work in two different ways. Either you know exactly what you want. Or you do not know. Therefore, we have chosen to split our offer into two different paths.

## PRODUCT SELECTION

If you know exactly what you're looking for, you've come to the right place. With us you find a market-leading range of hangers, bags, gift boxes, mannequins and much more. And, all our products maintain high quality at competitive prices.

## CREATIVE SECTION

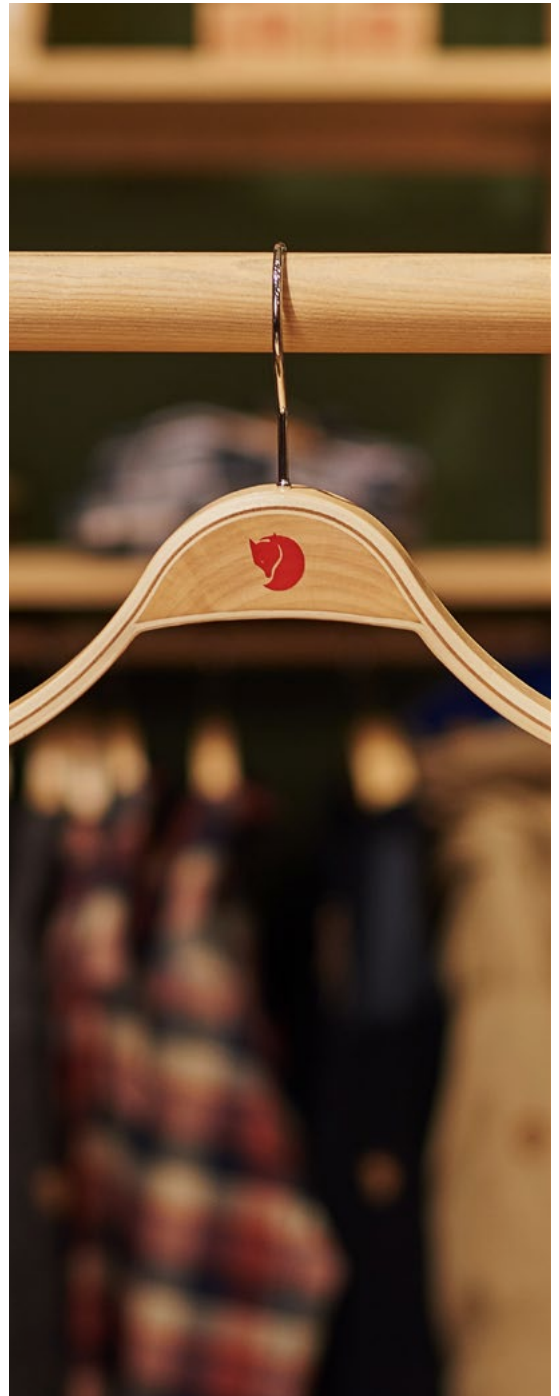
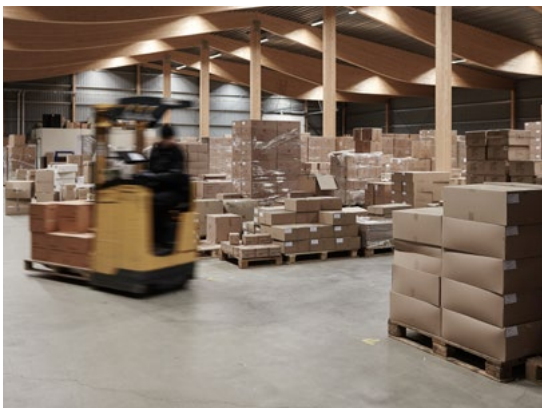
Do you want something different, something that has not been done before, or are you not sure what works best for your brand? Then you've come right too, tailored solutions are our true strength. We enter into a creative partnership with you. Through discussions, workshops, store visits and meetings at your marketing department, we develop exactly what you are looking for, no matter if it's a hanger, a bag or an entire concept. We have experience, contacts and the innovation power to do create solutions no one else in the industry can.



# WE STREAMLINE YOUR BUSINESS

We do not only offer a wide range and a creative partnership we also offer other important benefits. Smart logistics solutions are also an important part of our offer. Thanks to our wide range of products and our global network we can manufacture and stock our products where you manufacture and sell yours. You can get customized warehousing and logistics solutions that meet your specific requirements ensuring fast delivery and efficient service. This minimizes the risk of stock outs and excess inventory. When ordering hangers from us, you also get access to our global recycling solutions. Together we build up smooth systems where we recycle and reuse hangers, something beneficial for both your business and the environment.

This makes your business more efficient so that you and your employees can focus on your core business and the staff can spend more time and energy on customer sales.





# A MORE SUSTAINABLE SHOP

At Instore Agency we always strive to minimize our environmental impact and our goal is to help you as a customer to do the same. One of the most important ways we do this is to manufacture quality products that can be used over and over again.

## MADE IN LIDKÖPING

85% of the material in our plastic hangers is recycled material and we have our own recycling centers at our factories. We also have our own recycling program where we together with our customers have saved over 2,500 tons of polystyrene in the past five years. During the same period, we have repaired over 500,000 hangers at our factory in Lidköping.

In 2016, we, as one of three companies in Sweden, were nominated to the "recycler of the year" at the Swedish Recycling Awards. This shows that our environmental and recycling efforts are important and really works.

## REDUCE WASTE WITH PP BAGS

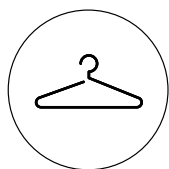
We offer bags made of both recycled and 100% biodegradable plastics. But the best we can do for the environment is to reduce the number of plastic bags we use. Our reusable bags in polypropylene (PP-nonwoven, PP-woven) or polyester are manufactured in an energy efficient way and, thanks to their high quality, they can be used over and over again. If you want to go further, choose a reusable bag in R-PET. R-PET is recycled PET which makes the bag even more environmentally sustainable.

We are FSC® and ISO9001 certified and we work with a management system that, among others, governs our environmental management, working environment, crisis management and our quality system.

**Please feel free to contact us and we will tell you more about how we can help your company with your environmental efforts.**

## HOW A PLASTIC HANGER BECOMES A NEW PLASTIC HANGER

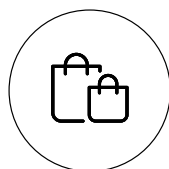
- 1 You as a customer, pack the used hangers in a special recycling box which will then be sent to our factory in Lidköping.
- 2 We receive the hangers and sort them to separate broken and excess hangers from recyclable hangers.
- 3 Through a collaboration with our local municipality we offer work for people with disabilities to repair the hangers that can be repaired.
- 4 Broken and excess hangers are shredded, and the metal is separated from the plastic.
- 5 The plastic is grinded and melted while the metal is used for metal recycling.
- 6 The recycled plastic becomes new hangers that are sent, together with sorted and repaired hangers, back to you. The circle is complete.



## HANGERS

With us you will get a partner with the expertise to develop hangers that can present your garments in the best possible way and becomes an extension of your brand. We have done this for decades and our passion, knowledge and creativity have made us the leading hanger supplier of the Nordic region.

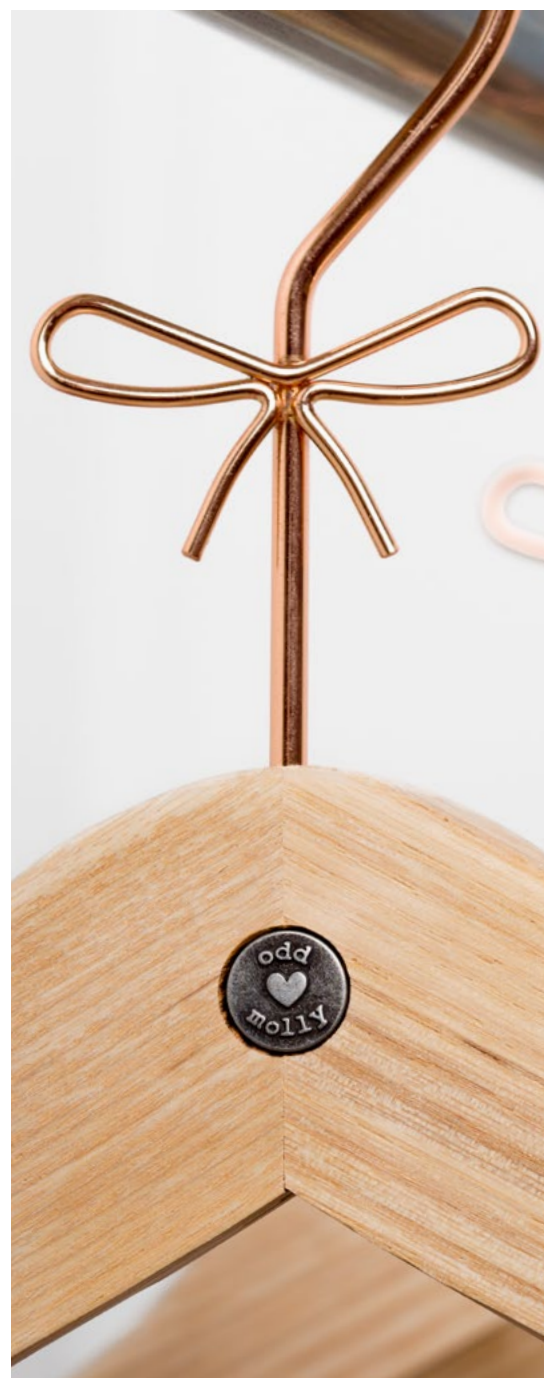
We have our own factories in Lidköping, Sweden and Gorzow, Poland where we both manufacture and recycle hangers. We are also an exclusive partner to **Mainetti**, the world's leading hanger company. Together we offer an almost endless range of plastic, wood and metal hangers. We like to work close with our customers in a creative partnership where we develop tailored solutions that carry your garments and your brand.



## BAGS

When it comes to bags there are endless possibilities. Whether you are looking for paper or plastic, disposable or reusable bags, we can work with you to develop specific bags that fits your specific brand.

To develop a bag that enhance your brand and provides good exposure is an important work. With us you get an expert partner that works closely with you to get a product that reflects your brand and elevate your presentation. We have factories with stock around the world so no matter where your need is or where your store is located we can deliver with efficient logistics. Just give us a call so that we can tell you more about how we can help you with a better deal.



## ODD MOLLY

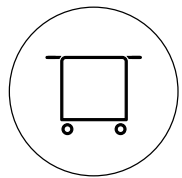
Odd Molly is a company with a clear and personal style, they break conventions and they stand out in their design, attitude and brand experience. In close cooperation we have developed a unique hanger that has become a very significant part of the presentation in Odd Molly's shops. Read more about the case at [instoreagency.eu](https://instoreagency.eu)



## GIFT AND E-COMMERCE PACKAGING

**Gift packaging strengthens your customer's shopping experience and enhance your logistics and point of sales efficiency. It also gives the customer a brand experience that lasts, even long after the purchase.**

It does not matter if you want the simplest e-commerce bag in standard format, or if you want a luxury gift box different from all your competitors, we can help you. Thanks to our wide range of standard products as well as our expertise and creativity, you can get your gift box exactly like you want it.



## SHOP FITTINGS

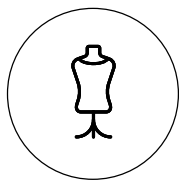
**In our wide range of shop fittings, you will find standard models of displays, shelves, carousels, gondolas and racks. But, together with you we can also provide special shop fittings which harmonize with the rest of your store and strengthens your brand.**

That your clothes and accessories are presented in the best way is critical to how your customers perceive your brand. Therefore, we have a wide range of standard products, but we also gladly help you to find tailor made shop fittings, in a creative cooperation, for your particular store.



## KAPPAHL NEWBIE

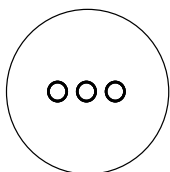
Newbie is KappAhl's collection for the youngest. Through a close cooperation with Newbie, their textile supplier and our factories, we present unique hangers and gift boxes that match the clothes in each collection. Each time the collection is changed, the hangers and gift boxes are customized to match the garments. Read more about the case at [instoreagency.eu](https://instoreagency.eu)



## MANNEQUINNS

**With us at Instore Agency you will find a complete range of mannequins, torsos and tailor busts. We can help you with everything from standard torsos to customized mannequins where you choose material, color and design.**

Regardless of age, style and gender, we have mannequins that reflect your customers and that highlights your clothes in the best possible way. We stock mannequins in all shapes and sizes, but we also help you create unique mannequins. Contact us and we will tell you more about how we can work together to get the perfect mannequin, torso or tailor bust.



## CASHDESK AND OFFICE SUPPLIES

**Beside hangers, mannequins, bags and other items your customers meet in your shop, we also offer cashier- and office supplies. By ordering this too, you can cut down on the number of suppliers, saving both time, money and environment.**

Let us at Instore Agency become your one-stop shop for anything that moves inside and out of your store, but also what your customers never see. If you wish, we can coordinate your other suppliers and offer a common webshop, stock-holding and transportation. By letting us act as coordinator you have one invoice and you can lower both administration and logistics costs. In addition, the work in the shop becomes easier and your staff can spend more time on your customers.



## JEANSBOLAGET

In 2016, 20 shop owners decided to leave the JC-franchise and together start up the new retail chain Jeansbolaget. When Jeansbolaget contacted us they initially only wanted hangers. We decided to present a complete concept of movable store exposure to them. Today we are the overall supplier of Jeansbolaget and supply them with everything moving inside and out of their stores. Read more at [instoreagency.eu](http://instoreagency.eu)





HANGERS



MANNEQUINS



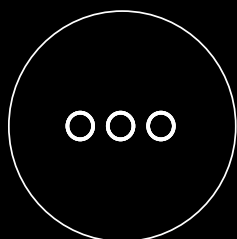
BAGS



SHOP FITTINGS



GIFT &  
E-COMMERCE  
PACKAGING



POINT OF  
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SUPPLIES