

Award-winning VERO MODA brand book was created at record speed

The committee for Årets Bedste Bogarbejde 2020 (Best Book Work of the Year 2020) has chosen VERO MODA's brand book as 'an example of great book work' in the category 'Catalogues'. Foreningen for Boghaandværk is the organisation behind the prize.

We had the pleasure of producing the beautiful and inspiring brand book. The job came to us just before deadline, so there was no time to waste:

"The task was urgent, when VERO MODA reached out to us. The brand book was to be produced and delivered the following week. But VERO MODA wasn't completely settled on what the final result should look like. So, with rapid and competent sparring, we managed to come up with the creative ideas and produce the book," says Key Account Manager at Rosendahls, Lars Kristiansen.

Stibo Complete is of course proud to be able to help VERO MODA in creating and producing a brand book that moreover is nominated for such a distinguished prize.

The committee's description of VERO MODA's brand book

"At first glance, the book appears to be an ordinary full binding book with white imprint. When opened, you can tell that it is four-fold with an inner lining of 225 g. KraftPak on which two booklets with carton spreads are glued onto. (...)

The two booklets are printed in 4 facet inkjet, and the covers are imprinted with white foil like the full binding. As a delicate detail, the booklets are sewn on machines. The covers each have their own light colour, a light pink and a light yellow that provides a great contrast to the coarse and light brown craft paper.

The panel is beautifully outlined by the matching sand colour of the folded coating in Brilliantia 4192. Both booklets are featured with fine and varying layouts. It is the result of 4 days of hard, but beautiful labour, especially from the bookbinder that had to include nights in order to meet the deadline," – From Årets Bedste Bogarbejde 2020 (Best Book Work of the Year 2020) p. 108.

