

AO Johansen's annual report is an outstanding piece of craftsmanship

For the fifth year in a row, Rosendahls – part of Stibo Complete, had the pleasure of collaborating with Brødrene A&O Johansen – one of the leading wholesalers in the construction industry – to develop their annual report.

2020 was a good year for AO Johansen, and as is tradition, it was important that the great results were presented in a unique way.

The icing on the cake

AO Johansen chose a cover in a very strong, special cardboard with matte foil, a red serigraphic dot and glossy relief lacquer embossed onto the paper – all of which create an incredible eye-catching effect.

The serigraphic dot has a diameter of 3.2 mm, and the intention was that it should "protrude" from the cover.

We solved this by 3D printing the red dots and drying them in an oven before covering them in a glossy varnish. Finally, the dots were attached to each annual report by hand.

The cover itself is so strong that it had to be folded by hand, just as the book itself had to be assembled by hand.

We are both proud and delighted to have been asked to develop and produce this gorgeous solution for AO Johansen – who said that the overall look of the annual report "exceeded all expectations".

We were very excited to see how the red dot would turn out. Once again this year, you delivered a fantastic, gorgeous annual report.

Thomas Van der Veer
Marketing at AO Johansen



