

A versatile collaboration

Sika Footwear's need for printed matter has been increasing in recent years. The need is broad and ranges from the production of large annual catalogues to smaller brochures and POS materials.

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Tove Kirkegård Adamsen
Marketing Manager

A sounding board across tasks

All print content and layouts are created in-house at Sika Footwear, often in close collaboration with their creative advertising agency.

Stibo Complete handles the catalogue production and the production of various brochure, campaign and POS materials. Prior to all assignments, we advise Sika Footwear on material selection and printing solutions.

The POS material collaboration has been added in the past few years – a collaboration characterised by dialogue about possibilities, solutions, functionality and materials.

The right style

"Consistent high quality is essential for us when developing and producing print and POS materials. At the same time, we want to create a clear link between our brands and the way they are communicated. Stibo Complete is a good sounding board for us in terms of getting the style just right! We need to be challenged, so we keep moving and doing things a little better than the last time," says Tove Kirkegård Adamsen, Marketing Manager at Sika Footwear.



