



GEFKEN

THREE KEY BENEFITS OF CUSTOMIZED PRESENTATION CASES



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In an increasingly competitive world where customer loyalty is a crucial factor for business success, it is essential for businesses to stand out and leave a lasting impression with potential customers.

Whether it is jewelry, luxury products or other exclusive items, the presentation must be perfect. One of the most effective ways to achieve this is by using customized presentation cases. This white paper explores some of the key benefits of presentation cases.

I. Impressive and organized presentation

Custom-made presentation cases offer dual functionality: they protect products from damage during transport while also providing an impressive presentation upon arrival. Unlike standard packaging, which often does not provide sufficient protection and limits the presentation of products, customized cases create a professional appearance and increase the likelihood of a positive first impression.

A first impression does not say it all, but it is important. Most first impressions are visual, which underscores the importance of strong visual branding. With a customized presentation case, you can present your products, whether jewelry, eyewear or water faucets, in an organized and visually appealing way. In addition, thanks to the customized interior, you can be sure that they will stay perfectly in position and well protected between presentations. A well-presented product not only attracts attention, but also creates a lasting impression, resulting in repeat purchases and positive word-of-mouth advertising.

“We were looking for nice presentation cases for our floor samples. Robust, easy to transport and with good value for money. We chose Gefken because they were able to offer us a customized solution. Sufficient space to best present all samples, not too heavy in weight and a custom design. The supplied cases are presentable and of excellent quality.”

- Julia Machenbach, marketing manager Uzin UTZ

2. Visual and realistic experience

In addition to protection and visual presentation, customized presentation cases also provide the opportunity for functional integration. The use of technological innovations is essential to remain competitive and relevant. Elements such as charging systems for electronics and video modules that display dynamic content make the cases not only presentation tools, but also practical tools for on-site demonstrations.

Whether presenting samples and various machining options or creating a mobile workstation, customized cases offer endless possibilities. Thus, as a manufacturer of high-tech equipment, you present your customers with truly working systems. From communications to security equipment, a custom demo case or flight case with your equipment integrated into it provides not only a visual showcase of product capabilities, but also a realistic experience for potential users.

3. Professional and consistent appearance

A consistent brand identity is invaluable for companies striving for success and growth. It increases sales by as much as 33%. Customized presentation cases designed in line with a company's corporate identity not only reinforce brand identity, but also influence the perception of products among potential customers. By providing a professional and consistent appearance, companies can build trust, which increases the likelihood that customers will recommend the brand to others.

Gefken's cases are produced in its own factory, making the possibilities almost endless. Not only the interior, but also the aluminum frames of most cases are adjustable down to the millimeter. And with the EDGE case, the HPL top layers are also available in 32 designs and more than 100 solid colors. So every detail can be tailored to your product.

“In a few sessions, we worked with Gefken to put together a demo case. For us it was important that the case exudes quality and demonstrates how our products can be applied. The final result is exactly what we were looking for.”

- Koen Ruesen, marketing manager Drabbe

Take your presentation to the next level as well

Customized presentation cases are not only functional packaging solutions, but also powerful tools for strengthening brand identity, improving sales results and providing customers with an unforgettable experience. With our expertise and creativity, we are happy to help you create customized solutions that perfectly fit your needs.

Contact us today for a free consultation with our specialists and find out how we can take your presentation to the next level

To design and produce custom-made transport cases we go through four steps at Gefken Cases:



Intake interview:
Understanding client needs.

Step 1



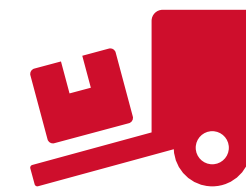
Design & Quote:
Detailed
3D visualization

Step 2



Prototype & Approval:
Assurance for
series production

Step 3



Manufacturing & Delivery:
Custom manufactured
quality

Step 4



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