



**VISUAL CITI**  
WINDOW DISPLAYS  
ACRYLIC & WOOD FIXTURES  
C-PRINTS LASER CUTTING  
CUSTOM FABRICATION CNC ROUTING  
CUT VINYL ETCHING & ENGRAVING  
GRAPHIC ROLLOUTS DIMENSIONAL LETTERS  
POP DISPLAYS  
ARCHITECTURAL SIGNAGE  
ADA SIGNAGE  
LIGHTBOXES BANNERS  
LARGE FORMAT PRINTING



## What's Inside

### GUCCI PREMIÈRE

Saks Fifth Ave hot new POP display.

### DIGITAL DISPLAYS

Bridging the gap with visual and touch screen display.

### SHOP TALK

Digital Die-Cutting and what we can do with it.



# a letter from **VISUAL CITI**



Abbas & Samina Devji  
President and Vice President

## Happy New Year everyone!!!

I'd like to welcome you to the first Visual Citi newsletter. We take great pride in our work so we thought a bimonthly newsletter would be a perfect way to highlight our capabilities and keep you up to date with new and exciting projects.

First, I'd like to take a moment to give you a little history of how Visual Citi came to be. My journey with graphics and printing started over twenty years ago as a young college student. I opened my first graphic design and desktop publishing business from my home in India. In those days computers were rare and most printers were printing using traditional methods. As I was the only one in my neighborhood with a computer and the capability and knowledge of desktop publishing, I had printers lined up outside my door looking to fulfill their graphic design needs. Back then I never thought I would be in the same industry, let alone own a business on a much larger scale, and with clients/brands that are known throughout the world!

In 2004 my wife Samina and I started Visual Citi in a small facility in Queens, NY. By 2007 my business life had come full circle when we opened Visual Citi India, a printing and manufacturing plant in Mumbai that caters to the needs of our clients in South East Asia. My journey started in India in the 90's and 20 years later we were back, but this time as a much bigger company and with much more knowledge. Our business has grown 30% each year since we started in 2004. We've added new partners in Hong Kong and China, giving us the ability to produce products that are more cost effective for those clients who have longer lead times. It also provides a savings on shipping costs to countries in and around Asia. Even though we work with various facilities around the globe, our quality, expectations and business practices remain the same. Our customers know they will receive the same quality goods that they have come to expect from Visual Citi USA.

So what's next for Visual Citi? Well, in 2013 the growth continues as we are planning to move into a 60,000+ sq. ft. facility. We're also adding more equipment, hiring new staff members and expanding our capabilities even further. Our goal is to continue servicing our clients with the same high quality products they've come to expect!

I would like to thank all of our customers from the bottom of my heart for their continued support and confidence in Visual Citi, and look forward to a great 2013!!!

Sincerely,

*Abbas Devji*

Abbas Devji  
President



## MATERIAL MATTERS

## DIGITAL MERCHANDISING



# look-through, touch & digital displays

Various Projects

**We Manufacture Look Thru LCD Panels,** that transform clear screens into interactive digital displays and engage the viewer in a unique interactive experience. The displayed physical product inside the box interacts by touchscreen technology.

- The Interactive transparent display enables you to see through the surface screen to the product displayed inside
- Embedded media players, supporting jpg, avi, mpeg, & mp3
- USB port/Wifi enabled for content upload with continuous loop play
- Less energy consumption





## FEATURE PROJECT

PEDESTALS, PRINTING AND VINYL GRAPHICS

# gucci première

Saks Fifth Ave.



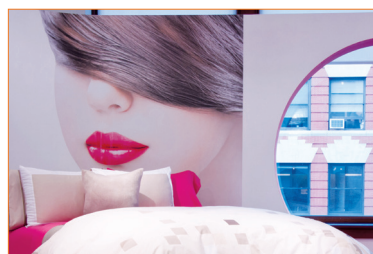
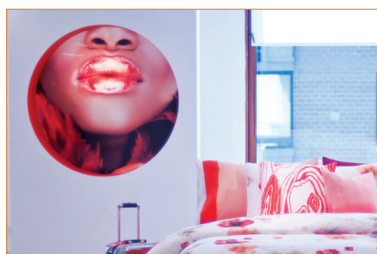
**GUCCI PREMIÈRE POP** We at Visual Citi strive to provide our clients with rich and robust graphics and displays to enhance the projects that are awarded to us. This Gucci Première display gave us the opportunity to show many of our different capabilities. From simple vinyl lettering to metallic printing and custom made product display risers. Overall a very successful project.



## HIGHLIGHTS



**PANTONE SHOWROOM**  
Large Format Panel Printing  
Digital Die-Cutting  
Vinyl Installation



**CLUB MONACO**  
Large Format C-Prints  
Graphic Installation



**CALVIN KLEIN**  
Backlit Printed Graphic  
Lightbox Install



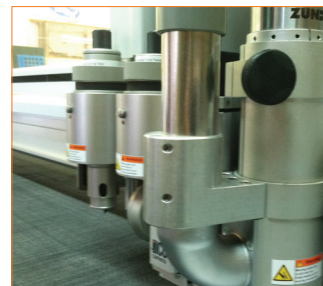
**Direct Prints**  
Digital Die Cuts  
Cut Vinyl Decals  
Window Install





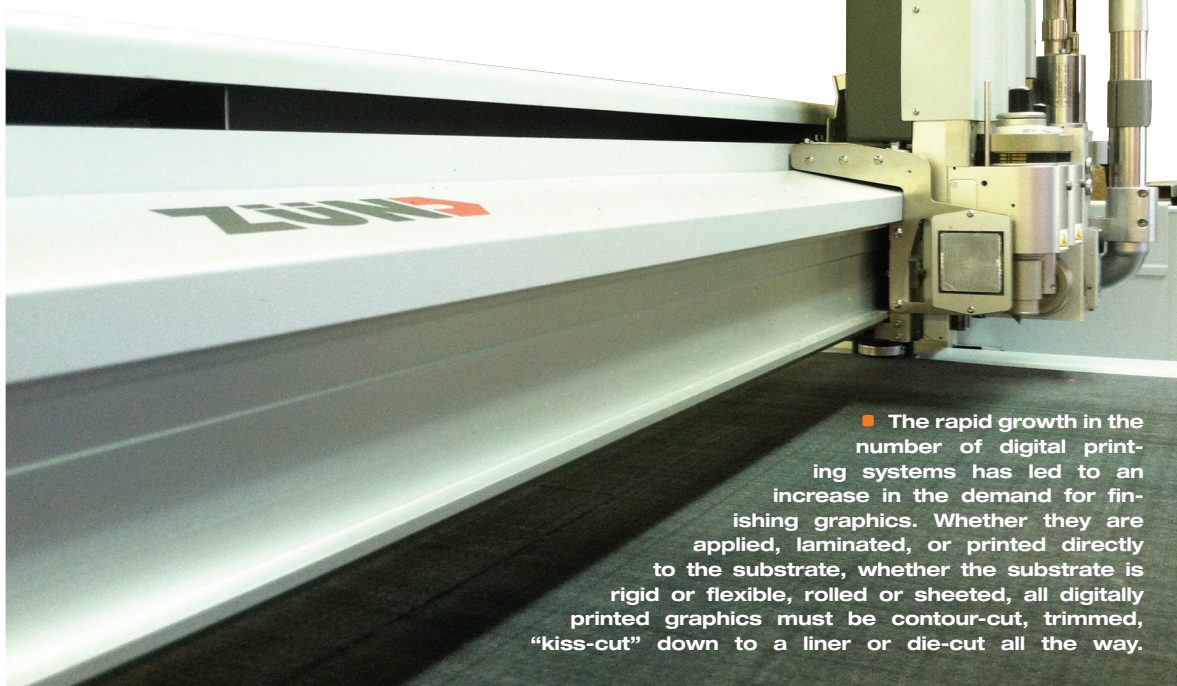
## SHOP TALK

# zünd Digital Die-Cutting



## Production, performance, precision and speed.

These are just some of the attributes which describe this Zünd Flatbed Cutter. This machine has given us at Visual Citi the ability to provide our clients with cutting edge graphics on quick turnarounds while keeping the cost lower than our competition. The Zünd has become a focal point of our growth and has removed the chance of human error. Directed from digital files which are carefully set, the Zünd can cut, route, drill and score all simultaneously because of its three tool modules.



■ The rapid growth in the number of digital printing systems has led to an increase in the demand for finishing graphics. Whether they are applied, laminated, or printed directly to the substrate, whether the substrate is rigid or flexible, rolled or sheeted, all digitally printed graphics must be contour-cut, trimmed, "kiss-cut" down to a liner or die-cut all the way.





A collection of brand logos including Puma, Guess, G-Shock, Chanel, Forbidden Fruit NYC, Betsey Johnson, and Macy's.





This was the first year that we showed at Retail Design Collective and what a great show it was! The turn out was phenomenal and everyone really loved our space. If you missed it we hope to see you at Global Shop 2013 in Chicago.

