



manufaktur guide

founding year 2011

welcome to the manufaktur für visuelle kommunikation!

we are a small family owned advertising company specializing in design, production and execution in the areas of advertising technology, pr & communication, copywriting & editing, 2d & 3d visualizations, animation & film.



what we do

your partner for the complete
company appearance

**we support large and small companies, start-ups
and single proprietors in implementing their
corporate identity in line with their goals.**

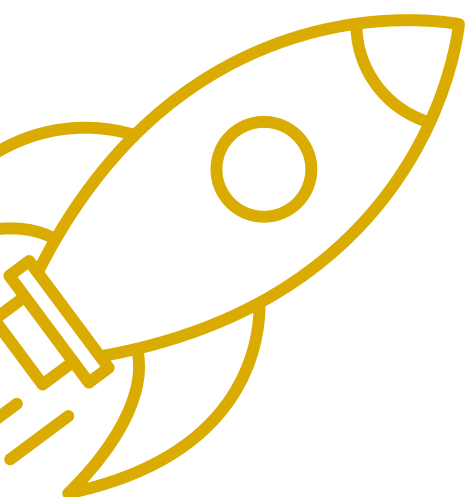
we help you with the creation or adaptation of
your logo and corporate design, design your print
media, such as business cards, stickers, flyers,
brochures and stationery.

in addition, we take care of office lettering, shop
window lettering as well as car lettering - in other
words, the creative and technical
implementation of all kinds of advertising!

supplemented with the right pr measures and
communication tools, social media profiles, 2d-
visualizations or 3d-animations, image films or 360-
degree shots, we put your company in the
spotlight.

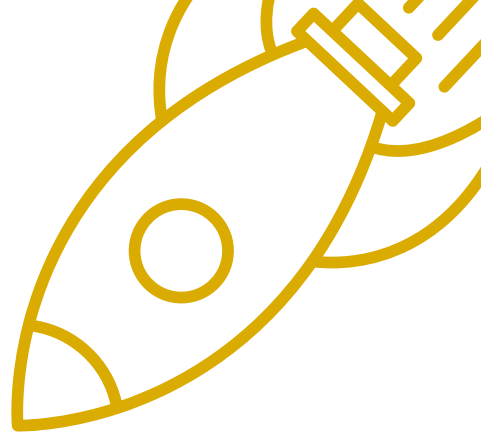
design, production, execution and installation
are taken care of by us in an all-round package.





advertising technology

corporate designs & layout service : car lettering & shop
window lettering : signage / office lettering : print media :
pos advertising media : trade fair materials (banner, roll
up,...) : promotional items : visual protection



pr & communication

consulting & planning : press releases : product-pr : media
relations : social media



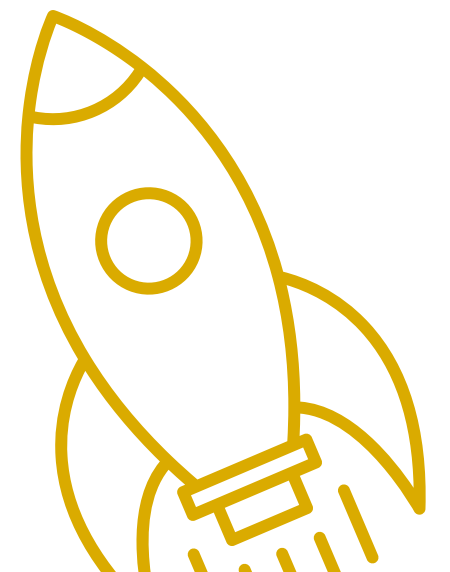
writing & editing

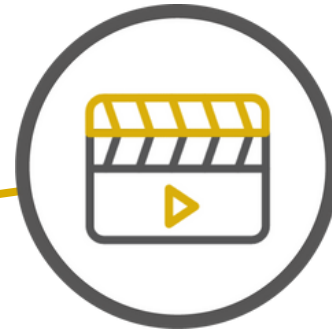
journalism : proofreading : text creation : print layout :
ghostwriting / copywriting : content management



2d & 3d visualizations

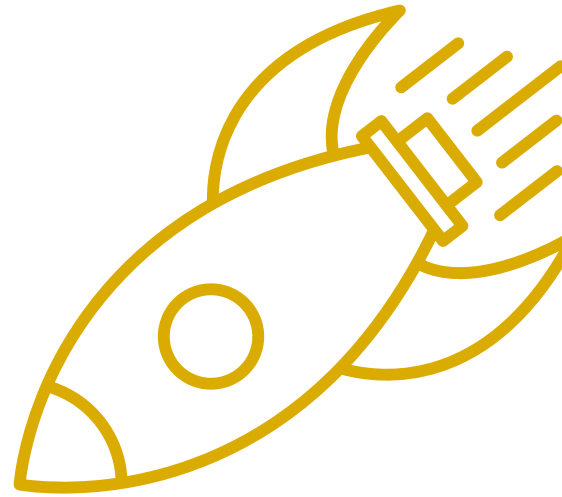
design / redesign : image editing : production : logo
creation : campaign design : brand appearance





animation & film

film & editing : soundtrack : screenplay : virtual production :
live broadcast : 3d animations



who we are

for every sector a
specialist

our core team consists of five different specialists.

we strive for the same goals and have the same visions. we know each other well and therefore complement each other optimally in the respective areas.

the team is extended by external freelance specialists, with whom we have close and long-standing partnerships, according to demand and customer requirements.

business partnerships with specialists from cross-industry professional fields represent a mutual enrichment for us, which we can pass on to our customers.



#hobbyrower

#bubblebath
splasher

#jaguarfanatic

#winelover



reto

business founder and owner

as a trained lettering and advertisement designer, reto is an all-rounder in the field of advertising and advertising technology. thanks to years of experience in advertising ateliers and swiss tv studios, he is used to extensive and spontaneous realizations as well as productions. no one applies foils as carefully and in unusual places as he does. his manual dexterity and his special feeling for proportions more than benefit the design and execution of visual communication.

reto@effekdesign.ch



#worldwanderer

#hands
on
mentality

#pretzellover

#yogatealight
expert



antonia

managing director, pr & media officer

antonia may not have a green thumb, but she has a black one. that's why writing comes easy to her. as the holder of a bachelor of arts degree in sociology and cultural management with a focus on communication studies and her activities as an editor and pr lecturer, she has the expertise to assist companies in planning communication measures. thanks to professions on land and at sea, she is particularly familiar with the luxury hotel, indulgence, wellness and cosmetics industries.

antonia@effekdesign.ch

#freethinker

#musician

#tinyhouseowner

#philosophical
conversationalist



samuel

filmmaker

samuel is a heart and soul filmmaker, who realizes your ideas and visions. whether classic moving images or virtual production, he guides you efficiently through production processes and makes your company or product come alive.

samuel@effekdesign.ch



stephan

2d & 3d visualizations, animation

the graphic and interior designer has a striking sharp-eye for colors and combinations, as well as the super-sense for spatiality. stephan is self-taught in 2d/3d design and animation. he not only creates visual worlds, but creates the unexpected with tangible emotions.

stephan@effekdesign.ch



#manbun
rolemodel

#beachescapee

#worldcreator

#challenge
accepter



#committed
communitymember

#hikingshoe
wearer

#bookworm

#family
caterer



vreny

accounting

as a trained hotel management assistant with experience in swiss superior companies, vreny has a special flair for the hotel business. with her hospitality mentality, passion for numbers and accuracy, she later developed customer service and accounting in the fiduciary area. she supports us with observing eyes in all economic matters.

vreny@effekdesign.ch





kahlo

customer service and health management

as a flat coated retriever, he ensures a good mood and active team meetings. his speciality? begging for treats and mastering games of fetch! when he's not sniffing in the forest, he ensures that rest breaks are observed in the company and provides support in the field of mental health.

kahlo@effekdesign.ch



#couchcuddling

#bellycrawls
forever

#progoodies
unlimited

sectors

in these fields
we feel at home

sme
trade
office

art
culture
music

animal
nature
wood

wellness
yoga
cosmetics
health
mindfulness

hotel industry
gastro
wine
delights

house
garden
living

equipment
traffic
transportation

water sports
boat
nautics



references

in the past we were able to realize many small and large implementations for well-known companies. this on a long-term basis of trust and through constant qualitative work.

- apleona schweiz ag
- artenreich bolinger gärten ag
- as küchendesign gmbh
- atelier garten und wohnen gmbh
- autohaus macchi ag
- beda steinmann motorgeräte ag
- brauerei hardwald ag
- cche zürich ag

- coca-cola hbc schweiz gmbh
- csem sa
- dopo innenarchitektur
- ewald benz immobilien
- fortinet inc.
- frigoglass switzerland ag
- gabriella benker beauty studio
- gid – gewerbe und industrie dietlikon

- glutform ag
- kenny's autocenter ag
- kimi krippen ag
- kunstrasenprofi schweiz ag
- kunstsichtbar galerie
- lea waser gmbh
- malergeschäft bernhard ag
- medizinische laboratorien dr. toggweiler ag
- oertli werkzeuge ag

- procadesign ag
- rütli garage ag
- social leaders gmbh
- tarkett holding gmbh
- valser service ag
- viktorina georgina eyebrows & makeup
- zwicky partner ag
- zweifel chips & snacks ag
- and many more ...

project processes



consulting & briefing



brainstorming



layout & design



feedback I



optimization



debriefing & evaluation



installation



production



feedback II

pricing



advertising technology

125 chf/h



pr & communication

150-200 chf/h



writing & editing

150 chf/h



2d & 3d visualizations

from 150 chf/h



animation & film

from 150 chf/h

the prices refer to the hourly rates of the respective service categories. required materials, external add-on services, project management, logistics, administration as well as special requirements based on the client's request are calculated individually and defined transparently in the quotation.



big 5

these values are part of our corporate journey



reliability

you should be able to rely on us without exception. we want to be reliable in the team and towards our clients, customers and partners. we deliver on time and conscientiously



enthusiasm

at all times we give our best and look beyond the horizon for you. with our open-mindedness and genuine interest, we not only want to deliver quality in the end, but also excite you on a human level



development

we strive to constantly educate and develop ourselves. by attending seminars or training courses, reading books or visiting workshops, we will grow, broaden our horizons and deepen our expertise



fun

we always keep our humor at operating temperature. laughter is our endurance sport. laughter connects, promotes well-being and therefore contributes to the health of us all



mindfulness

we will always be mindful of our team and of our customers, partners and suppliers. this means we listen well, are empathetic and care about the needs of others

contact



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**coming together is the beginning
keeping together is progress
working together is success**