

WOOD'D®

M A D E I N I T A L Y

PRICE LIST Spring Summer 2017

INSPIRATION

We truly believe that the **interaction** of artistic processes can drive product innovation. We roughly brushed uneven surfaces with acrylic colors, digitalized the canvas and printed it directly on the covers. The result is a **chaotic yet elegant** collection of abstract patterns to cover your smartphones. Different essences of wood help to emphasize **the basic color palettes**, creating beautiful contrasts and sophisticated shapes.



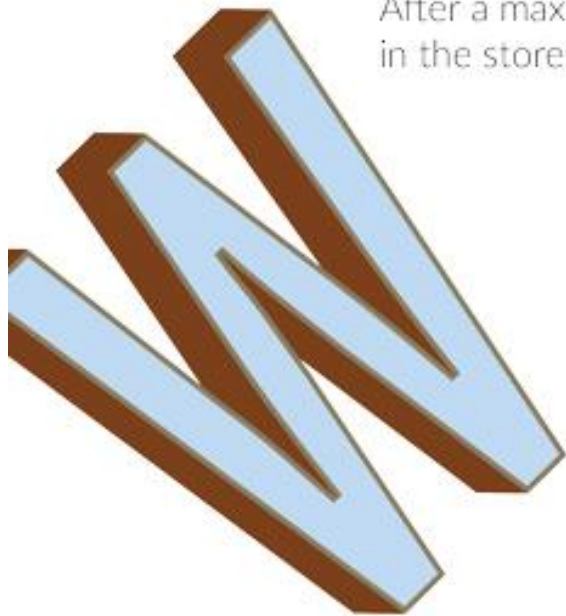
Customization Retail Project

How it works

LOVE



CUSTOMIZATION RETAIL PROJECT is a format that allows the consumer to customize his own cover, choosing the wood, his initials or a single big letter and the colors. Customization options drive the consumer through an easy step-by-step decision. After a maximum time of one week we'll deliver the cover directly in the store.



Customization Retail Project

How it works



We will deliver in the store a **birch display** of customization, with **3 samples** that show the consumer how to make his own cover, following these steps:

1-Choose the wood between Mahogany, Black wood or White wood.

2-Choose between one single letter or small initials (max4).

3-Choose the color of the letters.

The customer will also have to choose the model of the device.

After a **maximum time of one week** we'll deliver the cover directly to the store.

Packaging

How it works



Packaging design has always been the focus of our design efforts. Our snap-on cases are delivered into a wooden box, once opened it becomes a usefull stander for the device.



Display

Measures: 405 x 215 x 725 cm



	Code	Description
Vertical Display	VD01	Colored beechwood plywood, displays up to 15 covers. (Measures: mm 405 x 215 x 725)