



HEEL ADVERTISING

design production instalation

SIGNS & DISPLAYS



Tradition in quality since 1992

Heel Advertising was founded in 1992 as a family business with primary idea design and production of illuminated signs. Since then Trade mark "HEEL" is well known in Bulgarian Sign Industry as a guarantee for quality, stability and customers' needs response. During over 20 years of experience and research we have developed our own know-how for production of signs, displays and ready made standard advertising products. We have almost close cycle of production abilities including machines, technologies and trained staff, which gives us opportunities to process different kind of material like steel, stainless steel, aluminum, brass, copper, plastics, MDF, wood, plywood and others. Our machines and competence allows us to offer our customers large range of services:

- Digital Printing and Lamination
- Vinyl lettering and application
- Laser cutting and Engraving
- Routing and 3D Models
- Vacuum forming and Bending of plastics
- Acryl glass polishing
- Sheet metal Cutting and Bending
- Laser welding of steel, stainless steel and galvanized steel
- Welding and Production of Metal Constructions
- Delivery
- Installation
- After cells service

Innovator in sign Business in Bulgaria

In 1999 Heel Advertising presented for the first time on Bulgarian market - aluminum snap frames, which allows quick poster change. In the same year started production on aluminum displays with snap frames and today snap frames are well known product on Bulgarian market. The range of products increased permanently. Now Heel Advertising is one of the largest producer of aluminum displays with snap frames in the country. Production is assured with own import of materials - aluminum profiles, antireflective cover, polystyrene, chrome-nickel springs and others. Closed production circle - delivery of materials, cutting, assembly and storage of productions are guarantee for quality production. Large stock availability of materials and specialized machines allows the company production of large quantities in short time.

In response to our customers

In recent years in the world and also in Bulgaria increased competition of offered consumer products. This contributes customers' requirements regarding design and functionality of the displays on which the products are placed in the shops. In response to our customers' needs we established department for production of custom made displays. This department offers design consisted with customers' requirements, sample making and mass production of displays. We have capability to combine and proceed different materials and to turn every idea into reality. We can produce displays in small and medium volume series according to customers' requirements.

HEEL Advertising now

Further development of the business has progressed with the acquisition of new equipment and more production space. Newly build factory, showroom and offices are located in area of 5000 square meters. We guarantee high quality of production and punctual production terms.



Member of Bulgarian
Sign Association

Member of European
Sign Federation

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The idea of KBC for CIBANK'S rebranding was to refer to guidelines for signage of KBC Group, the outside look of all bank branches to be the same and all branding elements to be included, no matter of the difference and size of the facades. Our team in close connection with Bank's "Corporate communications" department, was able to create new corporate design, which was applicable for every facade and to adapt it for every Bank's branch. For the reason of faster production of the signs and to cover the specific requirements of the Bank regarding colors and finish of the materials used for the new signs, we designed new system of aluminum profiles which were the basics of the new vision of the Bank.

Rebranding included the following actions:

- Design of new corporate identity following the guidelines for signage of KBC Group and adaptation of all branding element
- Design and production of special system of aluminum profiles, with main purpose fast production and reaching all the requirements for finish and colors of the materials
- Taking measurements and making individual projects for every Bank's branch
- Dismounting the old signs
- Production of new signs
- Delivery and installation of the new signs



SIGN ELEMENTS USED IN THE REBRANDING

LOGO SIGN
800x700mm

Face - vacuum formed
Acrylic with translucent
PVC film.
Special aluminum profile.
Illumination - T8 tubes with
electronic ballasts.



FASCIA SIGN
PANEL 400mm

Special aluminum profile
designed for CIBANK
to maximize easy, fast and
convenient assembly.
Face - opal acrylic with
translucent PVC film.
Illuminations - T8 tubes with
electronic ballasts.



PROJECTION LOGO
SIGN

Face - vacuum formed
acrylic with translucent
PVC film.
Special aluminum profile -
used like strong structure of
the sign.
Illumination - T8 tubes with
electronic ballast



PROJECTION ATM
SIGN

Face - vacuum formed
acrylic with translucent
PVC film.
Special aluminum profile -
used like strong structure of
the sign.
Illumination - T8 tubes with
electronic ballasts.



TOTEM

Single or double sided totem
made of aluminum profile.
Curved front panels of acrylic
with translucent PVC film.
Illumination - T8 tubes with
electronic ballast.



ATM VINIL

Digital printing on PVC film
mounted above and below
the ATM is a feature of the
new vision of Cibank and
of course the sign "Arrow"
pointing the ATM



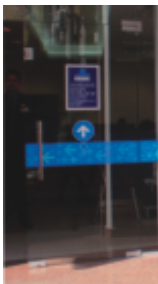
ILLUMINATED
CHANNEL LETTERS

Returns - aluminum coil
Alurol 3D - Chrom.
Front - two different colors
acrylic.
LED lighting.



DOOR ELEMENTS

Snap frame with a mobile image
for easy replacement of information.
Sign "Arrow" pointing the entrance -
Digital printing on PVC film.
Window strips - Digital printing on
PVC film





BANK BRANDING



TBI Bank

In autumn of 2012 HEEL Advertising won the concurs for branding of a new Bank - TBI BANK. Design of the signs and guidelines for the rebranding was given directly form the Bank.

The fascia signs are made by aluminum system for flexible face technology and Illuminated channel letters with LED lighting on the front. The projecting sign has very unique design and shape. Its made of aluminum structure and acrylic elements.

In winter of 2013 over 35 branches in the country were branded.

Our work regarding the branding included the following actions:

- Taking measurements and making individual projects for every Bank`s branch
- Production of new signs
- Delivering and installation of new signs



UniCredit Bulbank - REBRANDING IN JUST 4 MONTHS!

In 2007 we won the competition for the rebranding of the three United Banks - Bulbank, Hebrosbank and HVB Bank Biochim - renamed as UniCredit Bulbank.

Within four months:

- We took measurements
- We design new signs based to guidelines of Unicredit Group valid for Europe
- We dismount the old signs
- We delivered the specific materials required for the manufacture of new sign
- We delivered and install the new sings in one month.

So 280 Branches across the country were successfully rebranded in just four months!

We are proud that we were able to complete rebranding of the Bank in such a short time for the first time in Bulgaria. The new design of UniCredit Bulbank has a very specific process requirements, enhanced identity and uniqueness. Then our new production facilities helped us to satisfy the requirements and finish the rebranding in time.



SIGN ELEMENTS USED IN THE REBRANDING

FASCIA SIGN PANEL 330mm

Face — co extruded profile made of Plexiglas in red and white color, made in particular and patented design of UniCredit Group.
Lettering — 3M vinyl.
Back — specially designed aluminum profile



FASCIA SIGN PANEL 500mm

Face — special profile of polycarbonate, made in particular design of UniCredit Group.
Lettering — 3M vinyl.
Back — specially designed aluminum profile



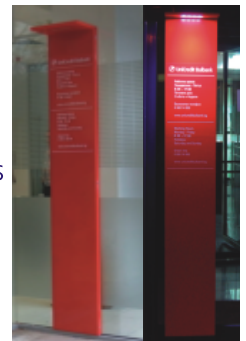
ILLUMINATED WORKING TIME SIGN

Face — extruded profile made of Plexiglas in white color, made in particular and patented design of UniCredit Group.
Lettering — 3M vinyl.
Back — specially designed aluminum profile



EXTERNALLY ILLUMINATED WORKING TIME SIGN

Aluminum panel powder coated in red color.
Vizor made of 20 mm red Plexiglas with integrated LED lighting.
Lettering — 3M vinyl.



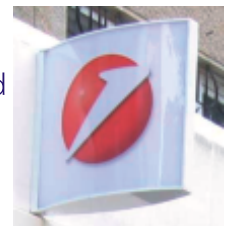
PROJECTION ATM SIGN

Aluminum frame and body of curved polycarbonate and acrylic.
Image — 3M translucent film.



PROJECTION LOGO SIGN

Aluminum frame and body of curved polycarbonate and acrylic.
Image — digitally printed 3M film



EXTERNALLY ILLUMINATED ATM SIGN

Upper part - Aluminum panel powder coated in red color with vizor made of 20 mm Plexiglas with integrated LED lighting
Lower part - Aluminum panel powder coated in red color
Lettering — 3M vinyl



ILLUMINATED LETTERS

This sign is used for ancient buildings.
Letters 10 mm aluminum with integrated Led lighting.
Base - white satin acrylic





BACB – BULGARIAN AMERICAN CREDIT BANK

In 2012 HEEL Advertising start branding of a new Bank - BACB.

Design of the signs and guidelines for the rebranding was given directly from the Bank.

The fascia signs are made by aluminum composite panels and LED illuminated channel letters on the front. The projecting sign of the Bank is also made of aluminum composite panels with cutted face and relief lettering internally illuminated. This project is still in progress and we do the following steps for the new branches:

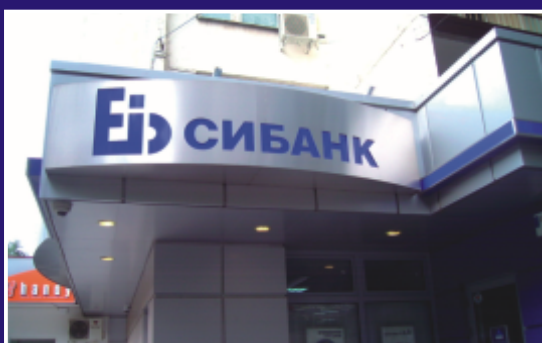
- Taking measurements and making individual projects for every Bank's branch
- Production of new signs
- Delivery and installation of the new signs.



ЕИ СИБАНК - VISION OF SIGNS ACTUAL EVEN NOW

In year 2000 with innovative designs and ideas for using new materials in production of corporate Image, HEEL Advertising won the competition for rebranding of Economic and Investment Bank.

The new corporate design of the Bank is characterized by the use of slightly known then and used by the advertising industry material - stainless steel /INOX/. Signs are solid and robust, stylish, modern and unique in its shape appearance. Thanks to the innovative spirit of the Bank management, which accepted our challenge for the Bank's new corporate image, signs will retain its relevance not only today, but also in future years.



BANK BRANDING



- CHALLENGE IN TRADITION

In 2004 HEEL Advertising started rebranding of DZI Bank - Bulgarian Financial Group, uniting then the Rosexim Bank and more than 60years old Bulgarian insurance company – DZI.
The new vision of the Bank made by us was based on the traditional logo of DZI suggesting security and stability coupled with the new graphic design.
The logo was placed on highly visible yellow background.
Over 120 locations nationwide were rebranded.





In 2003 HEEL Advertising Agency started production of signs for Hebrosbank. Signs are made by standard flexible face technology, according to the Bank's requirements and are characterized by exceptional stability and durability. Over 30 branches in the country were branded.



CORPORATE CHANNEL LETTERS

Tradition in Production of Corporate Letters

We produce Corporate non illuminated Letters made of brass, copper, aluminum, stainless steel and galvanized steel more than 20 years. We have developed our own know-how for production of letters. Our closed cycle of production abilities including machines, technologies and trained staff, gives us opportunities to process different kind of materials like – steel, stainless steel, aluminum, brass, copper, plastics, MDF, wood, plywood and others. Our competence allows us to offer Corporate Letters made of different materials and finishes.

INOX CHANNEL LETTERS



- Brushed front and returns
- Polished front and returns
- We produce this type of letters by very advanced Laser welding technology



BRASS CHANNEL LETTERS



- Brushed front and returns
- Polished front and returns



ALUMINUM CHANNEL LETTERS



- Brushed front and returns – natural aluminum look
- Front and returns – powder coated in RAL color
- We produce this type of letters by very advanced Laser welding technology



PLASTIC LETTERS



- Acrylic front and Acrylic returns
- Acrylic front and PVC returns painted in RAL color
- PVC front and PVC returns all painted in RAL color
- Solid Acrylic Letters - up to 25mm thickness
- Solid PVC Letters - up to 19mm thickness - painted in RAL color



ILLUMINATED CHANNEL LETTERS

CHANNEL LETTERS MADE OF AUROL 3D



CHANNEL LETTERS WITH LEDS



NEON CHANNEL LETTERS



ROOF SIGNS



ILLUMINATED INOX SIGNS



NON ILLUMINATED INOX SIGNS



CUT SHEET FACE AND RELIEF LETTERS



ILLUMINATED SIGNS with FLEXIBLE FACE



ILLUMINATED SIGNS with ACRYLIC FACE



INOX ENDINGS



COMPOSITE PANNELS ENDINGS



ILLUMINATED FACADES





OTHER PROJECTS



INSTALLATION



PROJECTION SIGNS – VACUUM FORMED



PROJECTION SIGNS with FLAT FACE



CUSTOM MADE DISPLAYS

In response to our customers

In response to our customers' needs we have a department for production of custom made displays. This department offers design consisted with customers' requirements, sample making and mass production of displays. We have capability to combine and proceed different materials and to turn every idea into reality. We can produce displays in small and medium volume series according to customers' requirements.

How we proceed when it is a matter of a Custom made Display.

The first thing we have to know is your product and your budget. After we discuss with you what is your exact idea, purpose and functionality you want to achieve with your new display we can proceed in two different directions.

If your budget is not enough for designing new Display and the uniqueness of the display is not leading purpose, we can advise you to use one of our Standard Shelf Display or other standard product which suits you best. Then we shall propose you personalization of the standard product using new additional elements, logo, graphics and others so that your products will be displayed on a display which looks different from the standard ones. This will be cost effective and fast way to display your products in many shops.

When your budget is quite enough and you need display which is unique and will cover all your needs and help you to increase sells of your products, then we are ready to walk the long way to design new Display. When your budget is enough or over, this is not a reason for us to take it all! We will always advise you for cheaper solutions without losing design, shape, quality and finish.

Next steps

We propose you our design ideas how your display will look like, how it will function and materials on discussion. After we choose together one of the proposed designs which covers all your needs, then is time for prototyping.

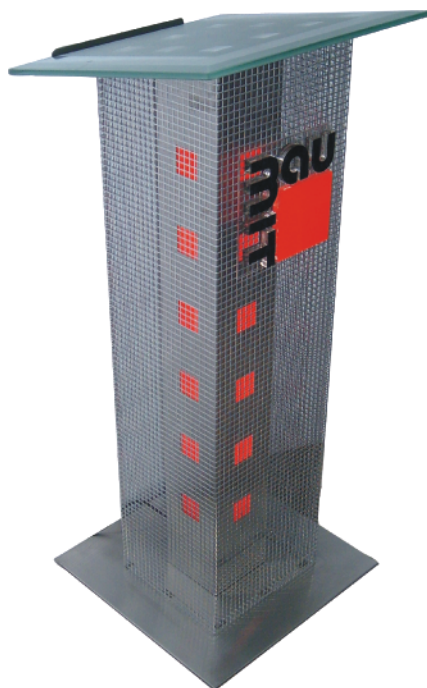
You receive the prototype and the first price calculation.

When we clear all the details in the prototype and the last changes are made, then we are ready to send you complete offer for production depending of the materials and quantity you need.

When you confirm the offer and quantities we can start serial production.



CUSTOM MADE DISPLAYS



CUSTOM MADE DISPLAYS

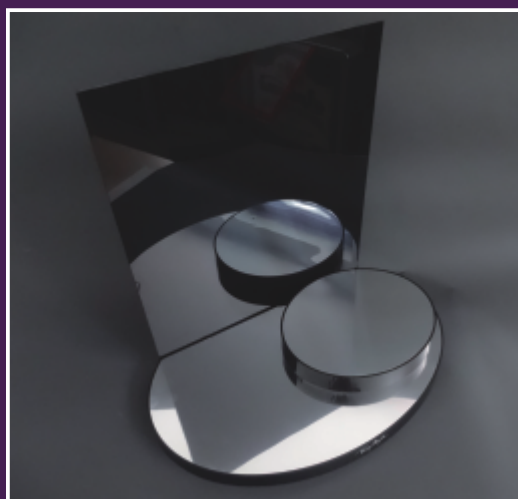
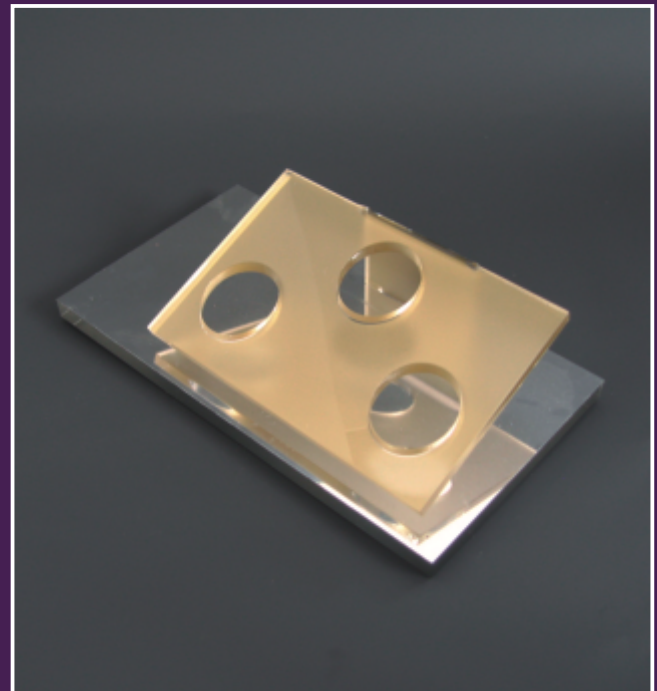
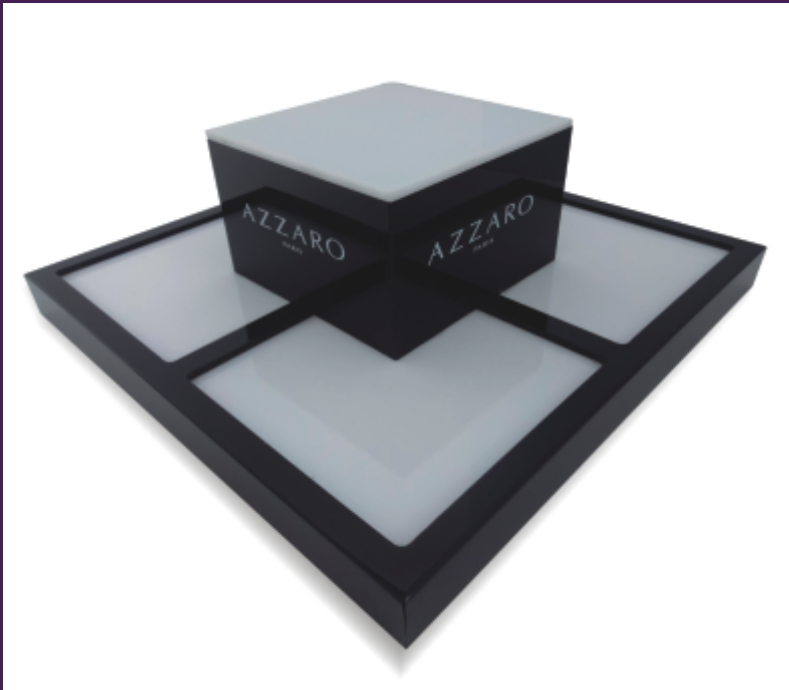


COSMETICS DISPLAYS

In our department for production of custom made displays we can offers design consisted with customers' requirements, sample making and mass production of small size cosmetic displays. We have capability to cut and form acrylic and combine it with other different materials like stainless steel, brass, aluminum, MDF and wood in different finishes. Images can be digitally printed and added to the displays.

We can produce cosmetic displays in small and medium volume series according to customers' requirements.

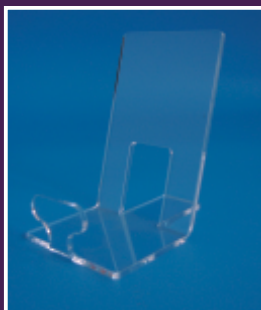
Very often we produce cosmetic displays according to ready made design, specification of materials and technical drawings given directly form our customers. Also we do this job like a sub supplier for other display companies.



ACRYLIC PRODUCTS

We have capability to cut, bend, thermoform and vacuum form acrylic in different thicknesses and shapes. We can produce different products like – displays, brochure holders, phone holders, info holders, display parts, trays, dispensers, photo frames and many other products. Images can be digitally printed and applied to the products too.

We can produce acrylic products according to customers' requirements and quantities. Production of acrylic products made by customer's technical drawings is very popular in our company. Also we do this job like a sub supplier for other display companies.



Shelve DISPLAYS **Designed by HEEL Advertising**

In response to some of our customers' inquiries and needs we have developed a standard line of Shelf Displays in several variations, which are ready for use in the shops and other POS. This line is cost effective and fast way to display products where ever you like. Displays are stable and very good looking with many possibilities for personal customization.

The main idea for us was to create a Flexible Shelf System where different customers can display products with different dimensions and weight, without thinking how will they change the distance between the shelves. For this purpose we use special profile designed form us, which gives opportunity to move the shelf up and down without any problem.

Aluminum profile and the other horizontal profiles make the display very strong and durable. Two side channels of the profile make moving up and down and fixing of the shelf very easily with four screws.

The Display System has another advantage. Depending of the different products types, different type of shelves can be used. Shelves are made of different materials - steel, stainless steel, wood, plywood and glass. Wooden and glass selves need special fixing elements. Width and depth of the shelves depends on customers needs and the displayed products.

Three types for customers' logo integration in the display are possible. Logo made of 5 mm PVC in strait or round form, Snap frame with easy poster change and light box with snap frame.

If your budget is not enough for Custom made Display, we advise you to use one of our Standard Shelf Display with your logo.

ONE SIDED SHELF DISPLAY FOR BREAD AND WINE



- Aluminum construction with profile 100/38 mm
- Steel shelves - deeper and one side opened, with power coated in Dark Brown RAL color
- Top logo - snap frame with wooden decor



SHELF DISPLAYS

DOUBLE SIDED SHELF DISPLAY



- Aluminum construction with profile 100/38 mm
- Shelves made of steel in power coated in RAL color
- Top of PVC

ONE SIDED SHELF DISPLAY



- Aluminum construction with profile 100/38 mm
- Shelves made of steel in power coated in RAL color
- Top of PVC

LUXURY DOUBLE SIDED DISPLAY WITH ILLUMINATED TOP



- Aluminum construction with profile 100/38 mm
- Wood shelves in decor on demand
- Shelves` fixing elements of INOX
- Light box with snap frame



LUXURY DOUBLE SIDED DISPLAY WITH GLASS SHELVES



- Aluminum construction with profile 100/38mm
- Glass shelves
- Fixing elements of INOX
- Top of PVC



SNAP FRAMES

- Frames are produced of aluminum profiles with width 20, 25, 32 and 45 mm.
- Sizes - standard DIN formats and sizes 50/70 cm and 70/100 cm
- Color of the profile - Silver anodized
- Different sizes - on demand
- Different colors - on demand



Profile 32



Profile 20



Profile 25



Profile 45*

PROFILES FOR SNAP FRAMES



Profile 20
-



Profile 25
Also rondo corners
Available



Profile 32
Also rondo corners
Available



Profile 45*
-



*Safety profile
Opens up with
special plastic key

CUSTOMERS STOPPERS

- Stoppers are produced in standard DIN formats and sizes 50/70 cm and 70/100 cm
- Color of the profile - Silver anodized
- Logo - only for Standard and Center Board models
- Different sizes - on demand
- Different colors - on demand

STANDARD



SINGLE-SIDED stopper



CENTER BOARD



CRADLE stopper



SPRING stopper



NIGHT stopper – illuminated



LIGHT BOXES

- Light Boxes are produced in standard DIN formats and sizes 50/70 cm and 70/100 cm
- Profile 125 mm - Silver anodized
- Different sizes - on demand
- Different colors - on demand

CLASSIC



Profile 25 mm

RONDO



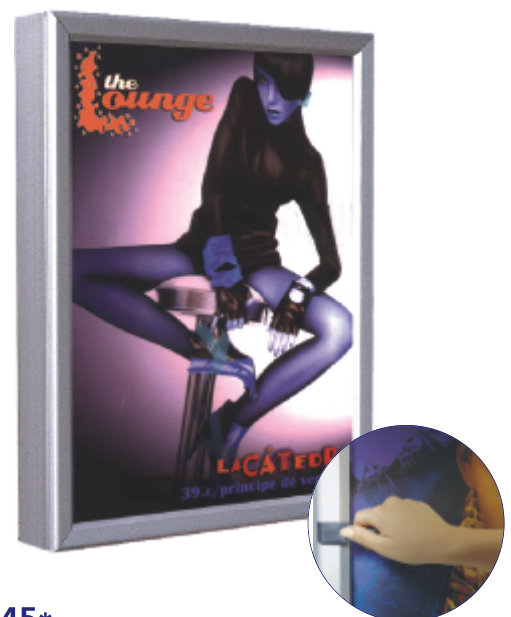
Profile 32 mm

LIGHT 32



Profile 32 mm

CITYLIGHT



Profile 45*

LED FRAME 13

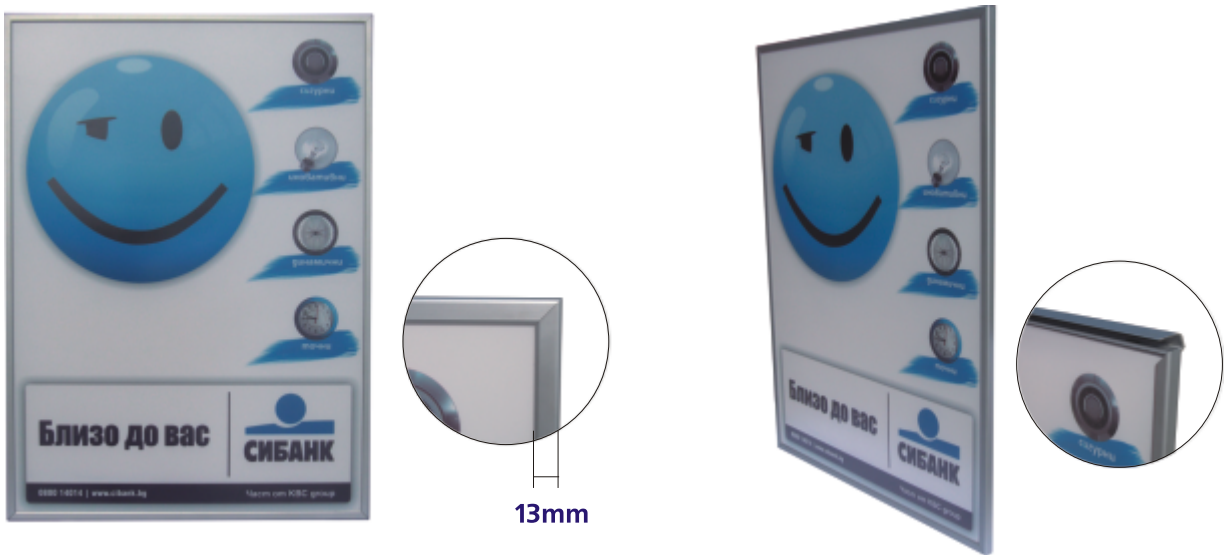
We have developed innovative extremely thin illuminated frame with LED lighting and aluminum profile 13 mm width only. Product is only single sided.

Its modest width makes this product suitable for many applications - wall-mounting or hanging behind the window.

The snap profile used for the product makes it easy and convenient to change the image as often as needed.

It is produced in standard DIN formats and also in sizes: 50/70 cm and 70/100 cm.

Color of the profile - Silver Anodized, also RAL colors are available.



SLIMLIGHT

Illuminated frame made of specially designed aluminum profile. The profile gives opportunity the frame to be produced single sided with 40 mm thickness or double sided with 44 mm thickness. Snap profile on the front is non standard width of 56 mm and gives opportunity to change the poster very easily. The light is transmitted from special guide lighting panel, illuminated from LEDs.

It is produced in standard DIN sizes and 50/70 cm and 70/100 cm.

Color of the profile is Silver Anodized, also RAL colors are available.



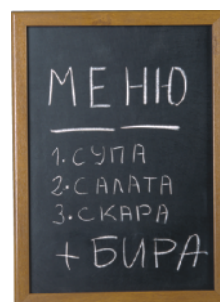
WOODEN DECOR DISPLAYS

- Wooden decor displays are produced with profile 32mm with special cover that imitates real wood. These displays have the strength and light weight of the aluminum and the warmth of the real wood
- Displays are produced in standard sizes depending of the product in only one color wooden decor
- Twelve other wooden decors - on demand

SNAP frames



BLACKBOARD



WOODEN DECOR STOPPER



STANDARD

STANDARD
with a blackboard

STANDS FOR PRESENTATION



A

B

NIGHT stopper - illuminated



Light box LIGHT 32



PYLON DISPLAYS MADE BY HEEL ADVERTISING

PYLON DISPLAYS

Many customers need displays on which to display their brochures, catalogs and other printed materials. These displays must be able to hold as much as possible printed items and to sort it in horizontal or vertical order. Good placement of the brochures gives customers' perfect orientation exactly which brochure or catalogue they need to take, when many different brochures are displayed on the display.

The main idea for us was to create a Flexible Brochure Holders System, where different printed materials with different dimensions and weight can be placed.

We have perfect solution for displaying brochures – TAYMAR injection molded transparent acrylic brochure holders made form our Partner Brochure Holders International based in UK. TAYMAR has the largest range of acrylic brochure holders in the world, covering A6, 1/3A4, A5 and A4 formats.

We use TAYMAR acrylic pockets and our specially designed aluminum profile with four side channels, which gives opportunity to move the acrylic brochure holders up and down without any problem and fix it were you need it. This gives opportunity to change the distance between the brochures lines and fix it with one screw.

Flexible Brochure Holders System called PYLON DISPLAYS consist one vertical Aluminum profile with dimensions 100x38 mm, fixed on 4 mm metal base plate. TAYMAR pockets are fixed on specially designed aluminum fixing elements, fixed with one screw in the side channel of the profile. Aluminum profile has silver anodized finish. Base plate and fixing elements are powder coated in silver metallic color.

One of the variations of PYLONDISPLAY includes Poster frame with profile 32 mm and possibility for easy poster change. Under the Poster frame different brochure holders can be applied.

PYLON DISPLAY WITH POSTER FRAME

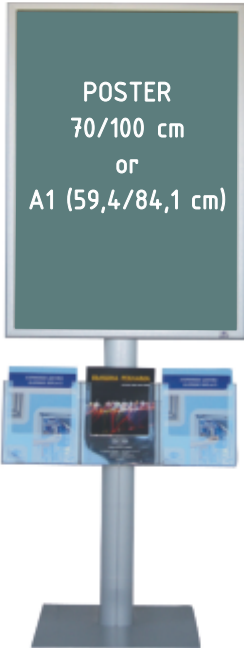
- Aluminum profile 100/38 mm
- Base - steel plate
- Snap frame with profile 32 (70x100 cm or A1)
- Brochure holder for 1/3 A4, A5 and A4 of polystyrene



PDF - 70/100-4



PDF - 70/100-2 A5



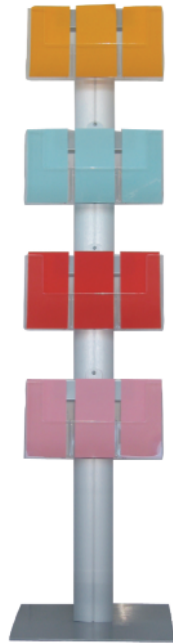
PDF - 70/100-3 A4

PYLON DISPLAY FOR LITERATURE 1/3 A4 FORMAT

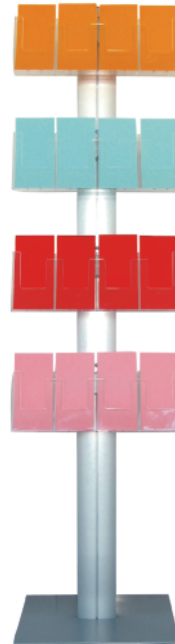
- Aluminum profile 100/38 mm
- Base - steel plate
- Brochure holder for 1/3 A4 of polystyrene
- PDL-4S is single sided only



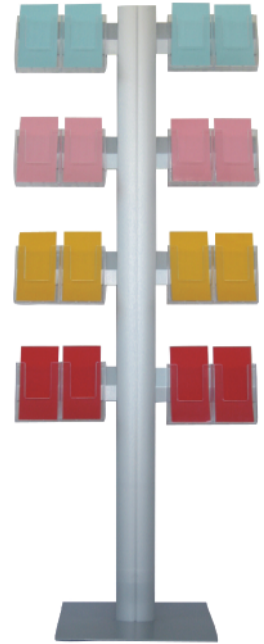
PDL-2



PDL-3



PDL-4



PDL-4S

PYLON DISPLAY FOR LITERATURE A4 FORMAT

- Aluminum profile 100/38 mm
- Base - steel plate
- Brochure holder for A4 of polystyrene
- PDL-2A4 is one sided only



PDL-A4



PDL-2A4



PDL-3A4

FLOOR STANDING DISPLAY FOR A4 FORMAT



- Single or double sided brochure display
- Rounded aluminum profile
- Base - steel plate
- A4 brochures - 6 position for double sided displays
- A4 brochures - 3 positions for single sided displays



FSD3W230-2

MULTIFUNCTIONAL DISPLAY FOR 1/3 A4, A5, A4 FORMAT

- Rounded aluminum profile
- Base - steel plate
- Brochure holder made of polystyrene
- Special brochure holder with separators

- 1/3 A4 - 12 positions
- A5 - 8 positions
- A4 - 4 positions



MFD4330

MFD4330 - 2A4



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