PROJECTS WITH IMPACT

PROJECT PORTFOLIO

2025



blaueerdbeere.de

A DECADE OF GROWTH
10 YEARS OF BLAUEERDBEERE



ADVERTISING THAT BEARS FRUIT!

In 2025, we celebrate a special milestone in the story of BlaueErdbeere in Krefeld:
our tenth anniversary.

A decade ago, we began with a clear vision:
to offer high-quality, innovative signage solutions with a focus on distinctive design and sustainable production.

Since 2015, BlaueErdbeere has delivered creative, bespoke signage projects that make businesses and brands visible - indoors and out, through physical and digital experiences.

OUR BEGINNINGS AND GROWTH

Our story began in the heart of St. Tönis, where a small, passionate group of entrepreneurs and creatives founded BlaueErdbeere.
What started with a handful of products in the Lower Rhine region has grown into a recognised brand across Germany.
We are creative, think differently, design boldly and leave lasting impressions.

The signage industry has faced persistent crises, highs and lows.
Despite these challenges, BlaueErdbeere continued to grow, increase revenue, train apprentices and create local jobs. In 2020, we opened a second location in Aachen.

Our customers could hardly be more diverse.
We serve airports, major corporations, retailers, hospitals, restaurant chains, industrial plants, circuses and nationwide staffing agencies with the same passion we bring to small cafés, care providers and local tradespeople.



NEW PRODUCTS A BROADER PORTFOLIO

Since 2018, we have established ourselves as a digital signage integrator, helping customers across Germany deliver complex digital projects.
Today, for example, we combine digital patient guidance with physical wayfinding in hospitals.

Standing still means falling behind.
We embrace new signage products and trends, from green plant walls and LED advertising walls to solar-control and façade films. Architectural films can reduce energy costs and make refurbishment projects fast and cost-effective.

VALUES AND INNOVATION

We are especially proud of the network of sustainable, innovative suppliers we have built over the years.
As a 3M-certified partner, for example, we can offer our customers exceptional film quality.

Every day, we work to give our customers' brands a powerful presence.
That might mean a striking fleet wrap or a large LED wall in a reception area, scheduled and managed remotely through a content management system.

THREE AREAS OF FOCUS: WAYFINDING, RETAIL FIT-OUT AND REBRANDING

Our work focuses on wayfinding, retail fit-out and rebranding.
Our wayfinding systems guide visitors while strengthening the customer's brand within a space. We combine impactful rebranding with interior design. In signage, rebranding makes a brand's new positioning visible throughout a space, enhancing its appeal to employees and customers alike.

Strong branding runs through an interior like a common thread.
It should engage customers while creating a welcoming atmosphere for employees.
Many companies now need to agree on set office days.
We show how signage can turn contemporary offices into inspiring spaces.
Offices should bring the brand spirit to life.
Branded wall graphics, for example, help guide visitors and make navigation intuitive.





THE POWER OF OUR TEAM

BlaueErdbeere's success would not have been possible without the commitment and passion of our talented team.

Every team member helps turn our vision into reality each day and uphold our high standards of quality. The creativity and team spirit nurtured in our offices and production facilities are second to none.





LOOKING AHEAD: DIGITAL, ACCESSIBLE, DISTINCTIVE

As we look back proudly on the past ten years, we are also looking ahead.
We will continue striving to set new standards in quality and innovation.

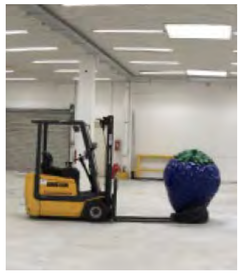
New projects and partnerships are already being planned to broaden our offering in the growing market for accessible wayfinding systems.

We see ourselves as our customers' partner.
We share our knowledge of innovative product developments at industry events.
At the end of January, our first workshop on architectural films takes place. This format has been very well received and strengthens our customer relationships.

Our thanks go to all our loyal customers, partners and employees who made this journey possible. We see this anniversary as the starting point for even greater achievements ahead.

BLAUE MILESTONES &
BERRY SPECIAL MOMENTS

DEC 2016
Move to KW150 with four apprentices and 12 employees.



700K REVENUE

JUN 2017
Official opening of our new KW150 site with 24 employees.



2019
Our equipment now includes Mimaki, a letter bender, press brake, guillotine, Summa cutting plotter and Vutek.



3M REVENUE

JAN 2022
Showroom refurbishment begins.



MAR 2025
BE becomes a general contractor for retail.





FEB 2015
Blaue Erdbeere Werbetechnik GmbH is founded in Tönisvorst with four employees.



MAR 2017
Our first exhibition stand at EuroShop.

1.6M REVENUE



2018
Digital signage integration begins.



NOV 2019
Our first apprentice graduates with distinction. We are named "Best Training Company 2019".



LATE 2020
BE Aachen is founded and opened. We win our largest customer to date.

4M REVENUE



BY 2025
Our tenth anniversary.

5M REVENUE

WHERE CRAFTSMANSHIP MEETS PASSION - WELCOME TO BLAUEERDBEERE

50 PEOPLE, 2 LOCATIONS, ONE MISSION: MAKING YOUR BRAND VISIBLE

We are the BlaueErdbeere team:
strategists, visionaries and makers.
More than 50 people work together across our two locations in Krefeld and Aachen, bringing a wealth of expertise to every project.

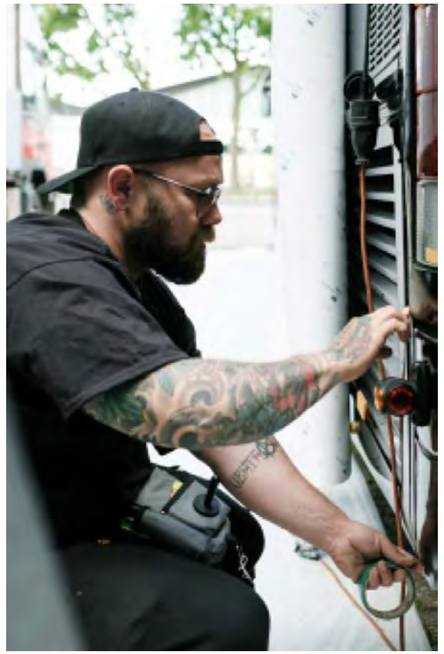
Our specialist departments cover consultancy, concept development and graphic design, production, installation, project management, construction coordination and maintenance.
Trust, respect and a healthy sense of humour drive us to give our best every day.

SIGNAGE WITH SKILL, TEAMWORK AND PACE

For us, signage means much more than putting up signs. We are a full-service manufacturer, covering everything from striking illuminated letters and precision CNC routing to finely crafted signs, complex wayfinding and large-format lettering of every size.
We also provide vehicle wraps, outdoor advertising, window graphics and everything else that makes your business visible.

Our digital signage team brings movement to your message:
scheduled, digital, always current, modern, flexible and effective.

As a general contractor for retail fit-out, we can coordinate your entire project, from planning and trades to the final screw. And we go further: our signage specialists develop concepts tailored to your corporate design and deliver them with passion and precision.
Design, planning, production, installation - even at height - and planning applications:
we support you from the first idea to the finishing touch. On request, we also provide servicing and maintenance, keeping your signage looking as bright as the day it was installed.





INSTALLATION PARTNERS

CONNECTED IN GERMANY.
AT WORK ACROSS EUROPE.

We are proud to have so many specialist departments at our Krefeld headquarters, all working to move your project forward.

When demand is especially high or your location is too far away, we can draw on our nationwide network of installation partners.

With local partners in Berlin, Ulm, Munich, Frankfurt, Dresden and Hamburg, we cover Germany quickly and effectively and provide comprehensive support.



WHAT'S INSIDE

ONE CLICK
TO THE PROJECT!

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Hey Marly
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Sarah Connor





REBRANDING & SPATIAL DESIGN

"NEW IDENTITY, NEW SPACE
- WE CREATE BRANDS WITH IMPACT."



REBRANDING AKKODIS

CLIENT

Digital transformation will revolutionise entire industries and bring innovative solutions to the world's greatest challenges.
This belief drives Akkodis to create a smarter future for everyone. A diverse team of 50,000 engineers and digital experts works for Akkodis in 30 countries worldwide.





THE PROJECT

Akkodis' guiding principle is:
"Engineering a Smarter Future Together."

This is clearly reflected in the rebranding of its locations.
As remote working grows, modern, brand-led office design is becoming ever more important.
Offices need to bring the brand spirit to life.
A company's identity should be visible throughout its spaces, as well as on the façade.

SCAN, WATCH, BE INSPIRED AND SHARE!

Project team: Julia Brüggen, Dennis Winter, Nils Buschkötter, Patrick Lieberei
Photography: Florian Bauer

REBRANDING AKKODIS

Good branding runs like a common thread through a space.
It should engage customers while creating a welcoming atmosphere for employees.
In many businesses, set office days now need to be agreed.

Thoughtful spatial design encourages innovative thinking and collaboration.
At Akkodis, white walls have given way to striking imagery, modern timber acoustic panels, moss and branding.
The Akkodis logo appears throughout meeting rooms and offices. Acrylic letters transformed blank walls with minimal effort, while tired yucca plants made way for stylish jungle walls.







Project team: Julia Brüggen, Dennis Winter, Nils Buschkötter
Photography: Florian Bauer



Working with BlaueErdbeere is a real highlight for me. We have now successfully rebranded many of our locations, creating numerous visual highlights. Above all, their individual approach and ability to realise our sometimes unusual ideas make the collaboration so successful.

- Tino Glatze, Vice President Division Mobility Solutions.





AT A GLANCE

AKKODIS
2025
Rebranding & spatial design

IN DETAIL
Large-format façade lettering, interior branding with moss and timber acoustic elements, acrylic letters, bold brand surfaces and outdoor branding, including container design.



RETAIL DESIGN

"FROM THE FIRST IDEA
TO FINISHED RETAIL SPACES
THAT INSPIRE AND SELL."

RETAIL DESIGN VICTORIA'S SECRET AND SUN & SHINE AT DUS AIRPORT

CLIENT

Founded in 1965 as Turkey's first duty-free operator, Setur Duty Free now runs stores at 25 seaport and airport locations.

THE PROJECT

Our fruitful success story continues:
as general contractor, BlaueErdbeere coordinated two further major retail openings at Düsseldorf Airport for Setur GmbH.

The exciting task was to deliver two turnkey shops at Düsseldorf Airport.
Setur GmbH placed its trust in BlaueErdbeere, with outstanding results.

We are known for our speed and flexibility, exactly what these two openings required. BlaueErdbeere took full responsibility for construction planning and coordination, logistics, delivery management and fire safety coordination.

**HOT QR CODE!
WATCH OUR
PROJECT VIDEO!**

Project team: Julia Brüggen, Dennis Winter, Patrick Lieberei
Photography: Stefan Pusch











Two shops. One airport. No room for error. Launching two international brands at once in a high-security setting like Düsseldorf Airport takes more than a plan. It takes nerves of steel, a brilliant team and a watch that is always five minutes fast. Just our kind of project.

- Patrick Lieberei, Operations Manager, BlaueErdbeere Werbetechnik GmbH



AT A GLANCE

VICTORIA'S SECRET AND SUN & SHINE
AT DÜSSELDORF AIRPORT
2025
Retail design

IN DETAIL
End-to-end coordination and delivery of two shop openings at Düsseldorf Airport: construction planning, site supervision, logistics and delivery management, fire safety coordination and completion of premium retail spaces for Setur GmbH.







RETAIL DESIGN HEY MARLY

CLIENT

HEY MARLY is a young direct-to-consumer lifestyle and fashion brand specialising in shoes, bags and accessories.
Founded in 2018, this rapidly growing company is based in Cologne, North Rhine-Westphalia.





THE PROJECT

HEY MARLY now also has a presence in Gebr. Heinemann's duty-free area at Düsseldorf Airport.

HEY MARLY chose BlaueErdbeere to create its new retail product plinths. Special, easily removable films were selected to protect the display furniture. Each plinth is topped with a Forex PVC foam board, fully wrapped in vibrant digitally printed film.

Project team: Julia Brüggen, Dennis Winter
Photography: Simon Erath

RETAIL DESIGN
GEBR. HEINEMANN

CLIENT

Gebr. Heinemann is both a retailer and a distributor, with expertise across all travel retail channels.
The company operates at airports and border crossings, on cruise ships, ferries and aircraft, in city-centre stores, and in diplomatic missions and special military zones.
Working directly with the world's best-known luxury brands, Gebr. Heinemann offers an extensive range, from perfumes and cosmetics, wines and spirits, tobacco, confectionery and fine foods to fashion, accessories, watches and jewellery.

THE PROJECT

Christmas decorations and thoughtful retail display design play an important role in stores, especially during the festive season.

Using the design supplied by Gebr. Heinemann, BlaueErdbeere quickly transformed the existing display area into an atmospheric winter wonderland, creating a festive shopping environment with a modest investment.

We printed and installed easily removable films for temporary application to the existing retail furniture, leaving no adhesive residue when removed. Ice-floe floor graphics created a playful hopping game.

Cute animal figures on contour-cut Forex boards were suspended from the ceiling. Forex snow caps were added to the existing tree. Small touches with a big impact on the Christmas shopping experience.







Project team: Julia Brüggen, Alina Broyl, Dennis Winter

Photography: Simon Erath







RETAIL DESIGN GEBR. HEINEMANN

CLIENT

Gebr. Heinemann is both a retailer and a distributor, with expertise across all travel retail channels.
The company operates at airports and border crossings, on cruise ships, ferries and aircraft, in city-centre stores, and in diplomatic missions and special military zones.
Working directly with the world's best-known luxury brands, Gebr. Heinemann offers an extensive range, from perfumes and cosmetics, wines and spirits, tobacco, confectionery and fine foods to fashion, accessories, watches and jewellery.

With a modest investment, BlaueErdbeere produced solid-colour Forex streamers and digitally printed Forex panels, creating a carnival atmosphere while showcasing products.
Blue printed vinyl flooring was decorated with digitally printed confetti.
Small red L-shaped displays highlighted selected products inside blue-wrapped cabinets.
The centrepiece was a photo point featuring a colourful printed glass wall. A six-layer printing process made the image visible on both sides.

THE PROJECT

A colourful carnival promotion brought Gebr. Heinemann's Düsseldorf Airport stores to life. From January to February, Gates A and B1 celebrated the new year in true carnival style, as the duty-free area swapped Christmas for a cheerful seasonal campaign.

This retail campaign celebrated Heinemann's close ties to the Rhineland.

Local cultural traditions in retail design build emotional connections and give brands a friendly face.
Tailored designs and themed decorations boost sales and draw attention to the space.
Creative seasonal design offers an advantage over online stores. Carnival elements also support targeted marketing campaigns that invite shoppers to special offers and in-store events.

Project team: Julia Brüggen, Alina Broyl, Dennis Winter

Photography: Marcel Achter

RETAIL DESIGN RITUALS COSMETICS AND HEINEMANN

CLIENT

Rituals Cosmetics is an internationally successful lifestyle and cosmetics brand, combining body care and home products with elements of Far Eastern ritual traditions.
Brand presentation is a priority, particularly at busy touchpoints such as airports.

Heinemann is one of the world's leading operators of airport duty-free and travel retail stores. With partners such as Rituals, it creates a premium shopping experience in international terminals.

THE PROJECT

For Rituals, BlaueErdbeere created an eye-catching travel kiosk at Düsseldorf Airport, located in Heinemann's retail space in Terminal A, right in the busy departures area.

The aim was to bring the Rituals brand to life through a temporary retail space, while meeting the airport's exacting design and technical requirements.
A particular visual highlight was the gold floor film, stretching over 50 metres through the store and complemented by Heinemann logos and slogans.





Thank you, BlaueErdbeere –
we really value working with you.
You quickly find a solution to every challenge, and
your reliability makes you a valuable partner.

– Claudia Frösler-Witt, Head of Category Management and Marketing, Gebr. Heinemann Düsseldorf



Project team: Julia Brüggen, Dennis Winter
Photography: Felix Burandt

ILLUMINATED SIGNAGE

"ILLUMINATED SIGNAGE:
MESSAGES SHINE AND IDEAS
LIGHT UP THE DARK."





ILLUMINATED SIGNAGE LAGERBOX

CLIENT

LAGERBOX is one of Germany's leading self-storage providers.
Since 1997, it has offered flexible, secure and modern storage for private and business customers. With numerous sites across Germany, LAGERBOX stands for service, security and smart storage:
accessible around the clock, professionally managed and tailored to individual needs.

the full spectrum of modern signage:
individual letters, large-format signs, illuminated wayfinding pylons and complete guidance systems, indoors and out. Distinctive wraps on individual storage units create a consistent look and help customers navigate quickly and easily.
Large-format digital prints on aluminium composite façade panels are a visual highlight, with brilliant colours that catch the eye from afar.

THE PROJECT

LAGERBOX has been one of our most loyal customers since day one.
We have grown together, helping shape numerous locations across Germany over the years.
The brief:
a consistent, modern and striking brand identity at every level, indoors and out.

From large outdoor advertising to delicate interior lettering, we bring LAGERBOX's brand identity to life nationwide. Our work covers

In 2025, we delivered branding at five new locations, from Berlin to Remscheid.
Our installation teams work across Germany with speed, reliability and an eye for detail.





Project team: Florian Hüsges, Patrick Lieberei

Photography: Client

AT A GLANCE

LAGERBOX
2025
Illuminated signage

IN DETAIL
Large-format signs, illuminated individual letters, aluminium composite façade graphics, indoor and outdoor wayfinding and a consistent brand identity at locations across Germany.



We have enjoyed a trusted partnership with BlaueErdbeere for years.
Complex building branding projects are delivered quickly and to the highest standard. It saves us valuable time, and we know we are in good hands.

- Michel Galka, Head of Marketing, LAGERBOX Group



ILLUMINATED SIGNAGE FLICFLAC DORTMUND

CLIENT

Flic Flac is Germany's largest organiser of action and acrobatics shows.
Over 12 million visitors in 32 years of Flic Flac history speak for themselves.
Each year, its shows across Germany deliver outstanding entertainment, pulsating action, adrenaline and breathtaking acrobatics.

THE PROJECT

Prominent illuminated signage is essential for any circus.
Visible from a distance, it attracts attention and potential visitors. Atmospheric lighting also creates a festive mood and builds anticipation.

No plans for Christmas yet?
Book your tickets now.
Around 50 performers from across the globe present an innovative, action-packed and emotional show in front of Germany's largest, most advanced mobile LED wall.

Project team: Henrik Schmidt
Photography: Marcel Achter







ILLUMINATED SIGNAGE SIEMPELKAMP

CLIENT

Siempelkamp is a long-established Krefeld company with a global presence. For over 140 years, its name has stood for technical excellence in machinery and plant engineering.
Its new branding now expresses that ambition visually:
modern, confident and impossible to miss.

THE PROJECT

When a company like Siempelkamp rebrands, it makes a bold, clear and brilliantly visible statement. We helped bring that statement to life with an XXL company logo that now lights up the Krefeld site from afar.

SCAN THE QR CODE AND WATCH OUR PROJECT VIDEO!

As part of the new brand strategy, we gave Siempelkamp's redesigned logo a prominent position on the main building:
a powerful visual statement.

The main sign spans an impressive 19.8 metres, comprising a 4.7 x 2.5-metre logo and 14 x 1.5-metre lettering. A further 3.3 x 1.7-metre logo and 23 banners carry the new brand identity throughout the site.

Seven custom-made steel beams, weighing around six tonnes, support the Profile 3 illuminated sign.
Installed almost 40 metres above ground using a specialist crane, the work demanded skill, teamwork, precision and perfect timing.

The new signage makes our modern brand identity visible to employees and local residents.

- Jan Bender, Head of Marketing & Communications, G. Siempelkamp GmbH & Co. KG

Project team: Sascha Hartge, Marcus Kreutz

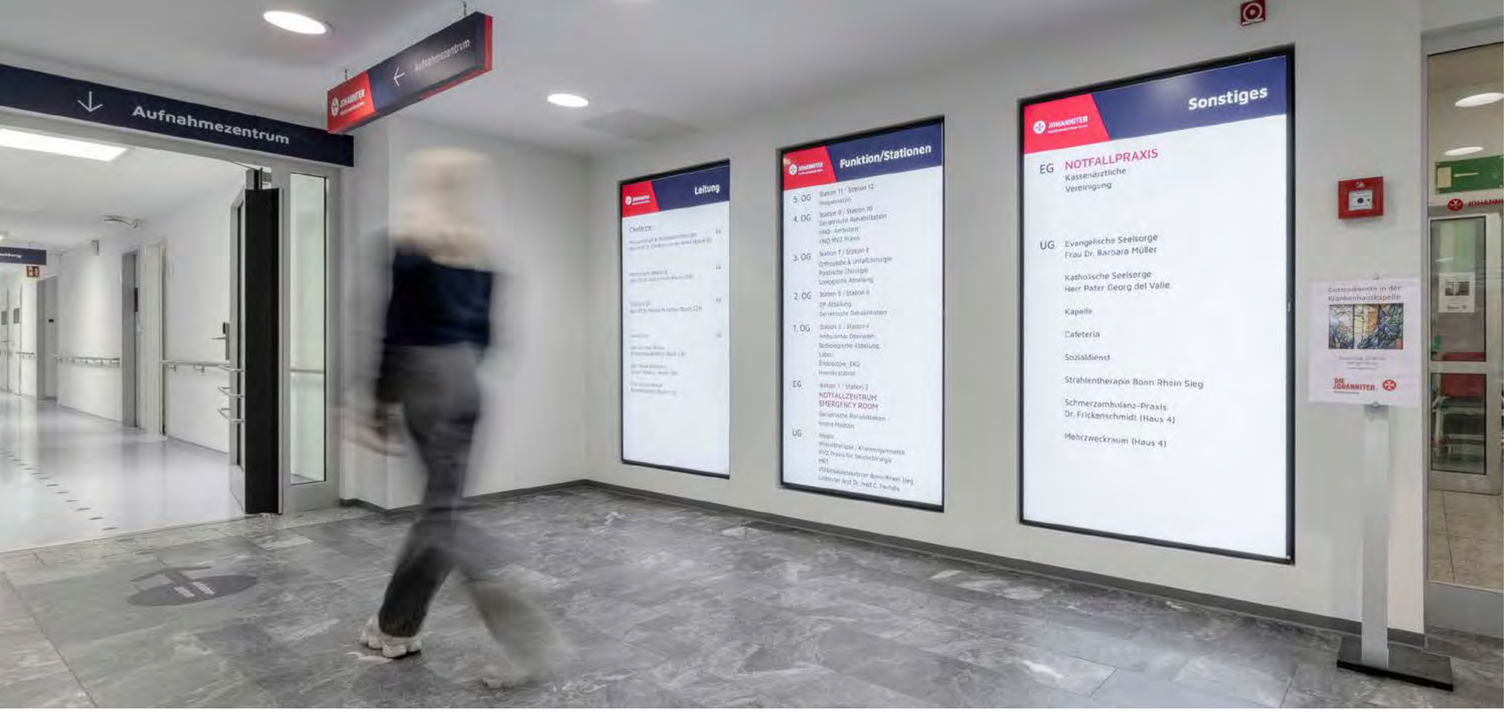
Photography: Felix Burandt





DIGITAL SIGNAGE

"MESSAGES IN MOTION
- DIGITAL, FLEXIBLE AND SCHEDULED."







DIGITAL SIGNAGE JOHANNITER WALDKRANKENHAUS

CLIENT

Waldkrankenhaus Bonn is a modern hospital offering a broad range of care, from emergency medicine and specialist departments to interdisciplinary treatment. It places great emphasis on patient-centred care, efficient processes and ongoing digital development.
Smart technologies are seen as a core part of healthcare fit for the future.

THE PROJECT

In 2025, Waldkrankenhaus again partnered with BlaueErdbeere on a forward-looking digital project.
The aim was to register emergency patients in line with data protection requirements and guide them efficiently through the hospital.

A building reorganisation created a new emergency centre in a separate wing.
As part of this work, the existing static floor directories were replaced by three large 86-inch displays in the entrance area. These show current department and doctor information, which hospital staff can update independently at any time.
A major advantage where responsibilities and routes change frequently.

Together with Smart CJM, we implemented a digital patient calling system.
An interactive kiosk in the entrance area enables check-in with a queue number and QR code.
Floor markings and suspended signs guide patients to emergency reception.
Screens in the waiting area show current calls, also available in the canteen and via an app on patients' own smartphones.

WANT TO SEE MORE?
SCAN THE QR CODE
AND WATCH THE VIDEO!

Project team: Fabienne Horch, Ben Mirz, Nils Buschkötter, Karin Scherer

Photography: Felix Burandt

AT A GLANCE

WALDKRANKENHAUS
2025
Digital Signage

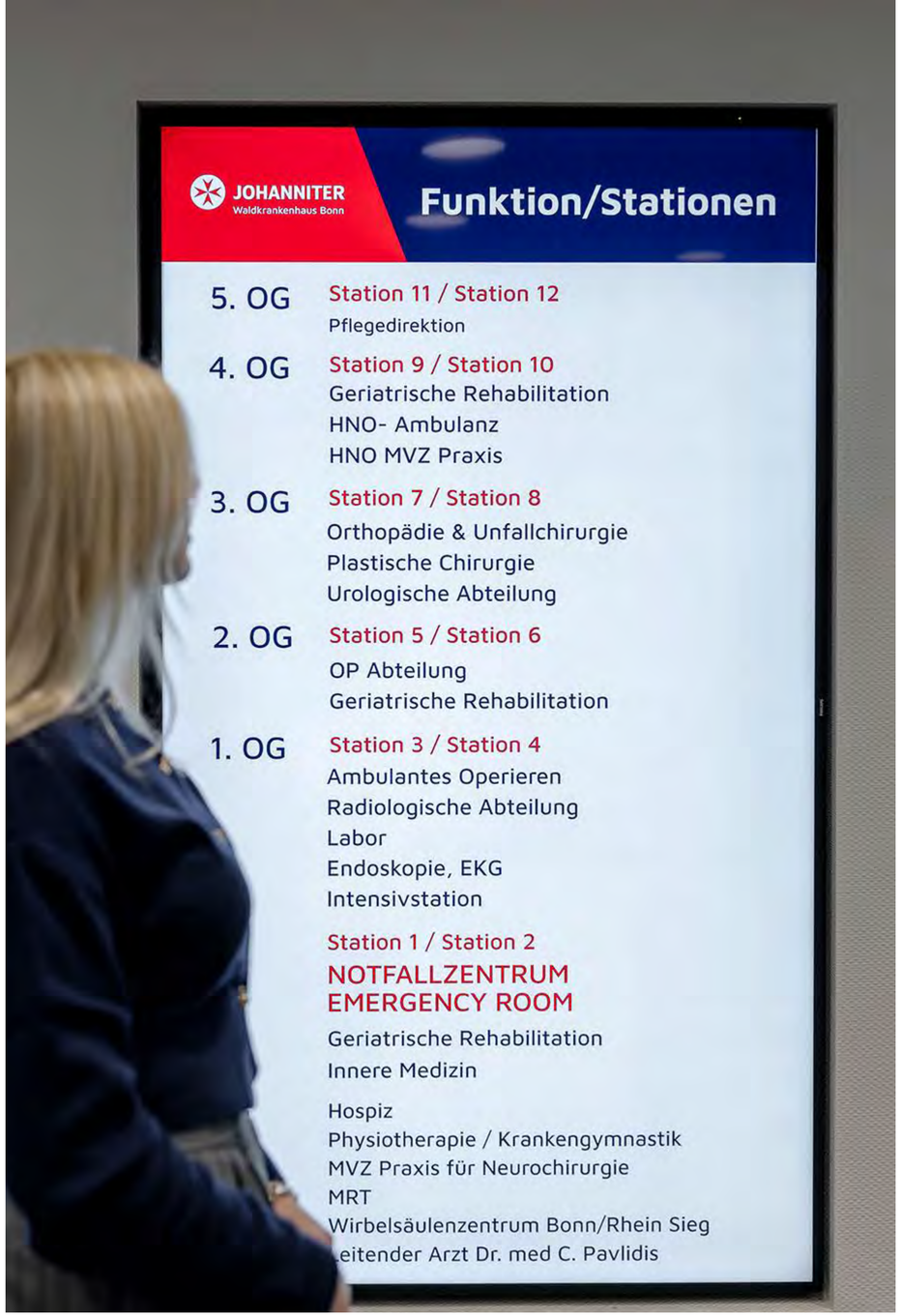
IN DETAIL
Wayfinding designed for data protection, 86-inch entrance displays, automated patient calls, QR code integration and digital information kiosks inside and outside the building.





Waiting times for our patients have fallen noticeably, directly improving their satisfaction.
Medical staff are also convinced by the new system. Acceptance is so high that we plan to equip another hospital with it next year.

- Frank Eichler, Technical Director, Waldkrankenhaus Bonn



DIGITAL SIGNAGE BRAMMERTZ

CLIENT

Brammertz Manufakturen stands for values that feel like home: wood crafted with heart and local roots. Known in and around Aachen for bespoke furniture, premium materials and a commitment to sustainable building, the company combines honest craftsmanship with innovation. Its new showroom and outdoor area demonstrate how modern customer communication and traditional craft can come together beautifully.

THE PROJECT

During the refurbishment of Brammertz's long-established Aachen joinery, a showcase project took shape: the company expanded with "Brammertz-Holzwelten", completely redesigned showroom areas with a digital heart.

Working with Fabienne Horch from BlaueErdbeere, Brammertz developed a bespoke digital signage solution that brings digital communication and skilled woodworking together in an innovative way.
Two distinctive digital display units now form a striking visual centrepiece and a key sales tool in the new showroom.

Our digital signage department worked with Brammertz's in-house joinery to develop two custom display units with 86-inch screens, now at the centre of the redesigned showroom.

Display unit design:

- Rear: product imagery on tensioned fabric - warm, crafted and inspiring.
- Centre: pull-out window frames demonstrate different product solutions.
- Front: large screens bring customer projects to life through images and videos.

Project team: Fabienne Horch, Ben Mirz, Henrik Schmidt

Photography: Andreas Basler





The new digital display units are the perfect tool for bringing our projects and products to life emotionally. The large screens show inspiring project images that convey our signature style and passion for detail. In the centre, the pull-out window frames invite visitors to touch and try them. Together with BlaueErdbeere, we have developed a solution that sets standards in both technology and design.

- Peter Lütten, Management, Brammertz GmbH





AT A GLANCE

BRAMMERTZ
2025
Digital Signage

IN DETAIL
Bespoke digital signage with two 86-inch screens, product imagery, pull-out window frame displays and the complete visual communication for the redesigned showroom.

DIGITAL SIGNAGE CLEMENSHÖFE

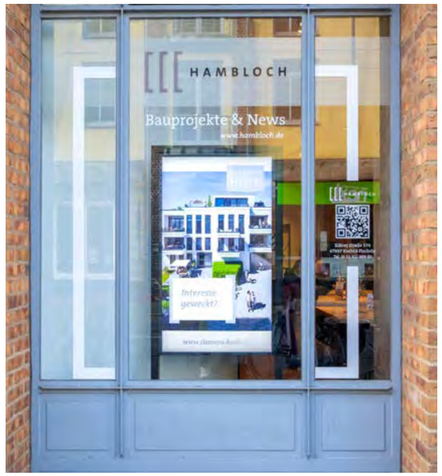
CLIENT

Part of the Hambloch group, Clemenshöfe GmbH & Co. KG is deeply rooted in Krefeld-Fischeln.
Across four generations and over 120 years of experience, the company has helped shape both property and the townscape. Local. Personal. With real attention to detail.

THE PROJECT

Neighbourhood marketing with local character: the Hambloch group, a Fischeln institution with over 120 years of construction expertise, wanted to showcase its latest projects.
So we put them in the window of Clemens Markt, with a digital display unit and distinctive vinyl graphics that tie the whole presentation together.

Time pressure? Our favourite sport. We had six weeks to turn an ordinary shop window into a real eye-catcher. The brief: create a contemporary frame in the corporate design that gives the digital display a standout setting.







*Our redesigned shop window marks another step towards modern corporate communication.
The new digital display unit fits seamlessly into the overall design.
Careful planning and professional delivery defined the whole project, and we are delighted with the result in every respect. The included cloud-based digital signage software also lets us update the content ourselves – quickly, simply and effectively.
A real boost for our marketing, right on our doorstep.*

– Hendrik Hambloch, Managing Director of the group

Project team: Fabienne Horch, Tanja Johnen, Ben Mirz

GUIDANCE & WAYFINDING

"PROVIDING DIRECTION.
STRENGTHENING IDENTITY."



GUIDANCE & WAYFINDING BOOMS PASTOORS

CLIENT

Founded in 1975 in the Lower Rhine region, Booms Pastoors GmbH is an established specialist in structural steelwork and industrial buildings. Across several thousand square metres, it creates bespoke structures built to make a lasting impact. Consultancy, planning, production and installation come from one source, with up-to-date technology, uncompromising quality and a team that gets things done.

THE PROJECT

Booms Pastoors wanted greater clarity and structure across its premises:
visible, memorable and true to the company's look and feel. Our mission was a modern wayfinding system that provides direction and a strong brand presence.

We went big:
the new roadside wayfinding pylon stands over 2.5 metres tall. The main entrance received a complete makeover with corporate-design vinyl graphics, a cut-out aluminium casing and a push-through logo for a stylish arrival.
Large logos and clearly visible numbers were added to the halls, making it easy to find the right building quickly.

A special highlight is the "Män ät Wörk" graphic film on every façade door.
With a playful wink, the designs represent Booms Pastoors' services in a friendly, confident and on-brand way. For lasting quality, we used digitally printed GHT high-performance film with a matt UV-protective laminate throughout.
Great looks, even better durability.







Project team: Tanja Johnen

Photography: Simon Erath



*What once looked like a workshop now has a clear company identity and real character.
Visitors know immediately where to go.
Booms Pastoors now shows on the outside what has always mattered inside:
order, quality and a healthy sense of humour.*

- Tanja Johnen, Project Manager, BlaueErdbeere Werbetechnik GmbH

AT A GLANCE

BOOMS PASTOORS
2024
Guidance & wayfinding system

IN DETAIL
Door and façade wraps, advertising signage and company signs.





EXHIBITIONS

"GO BEYOND STANDING OUT.
CREATE AN EXHIBITION
EXPERIENCE TO REMEMBER."

EXHIBITION STAND WELEDA

CLIENT

Weleda is the world's leading manufacturer of certified natural cosmetics and anthroposophic medicines. Its global portfolio includes around 1,000 medicines and 120 natural cosmetics products, available in over 50 countries. Some 2,320 employees worldwide develop, produce and market them.
The Swiss company is headquartered in Arlesheim. Inspired by an anthroposophic view of humanity and nature, Weleda's purpose is to nurture health and beauty in harmony with people and nature - as it has done for over 100 years.

THE PROJECT

The first "Art of Beauty & Health" took place on 28 and 29 March 2025, with active support from BlaueErdbeere. Inspiration, innovation and wellbeing were at the heart of this brand-new beauty and health event in central Düsseldorf.

Designed by Schwitzke, Weleda's flourishing exhibition stand was a creative celebration of greenery. And what is a stand without a strong brand presence? Alongside printed films, BlaueErdbeere supplied eight logos in 4 mm aluminium and the brand tagline. Weleda shows how thoughtful stand design and strong branding create instant recognition.

Your logo is the heart of your brand and shapes how people see your business. At an exhibition, surrounded by competitors, it needs to stand out and stay in people's minds.
Colour and materials also deserve careful thought. Weleda's logos were laser-cut from 4 mm aluminium and finished in matt gold. This premium colour reflects the brand identity and the quality of its natural cosmetics.







Project team: Julia Brüggen, Dennis Winter

Photography: Felix Burandt



Weleda and the power of the logo:
strong exhibition branding is key to making your logo stand out. Strategic placement, thoughtful colour and material choices and creative integration ensure it gets the attention it deserves.

- Fabienne Horch, Marketing, BlaueErdbeere Werbetechnik GmbH



AT A GLANCE

ART OF BEAUTY & HEALTH,
DÜSSELDORF
2025
Exhibition stand construction

IN DETAIL
Printed films and eight logos laser-cut from 4 mm aluminium, finished in matt gold.







EXHIBITION STAND GLOW

CLIENT

Glow25 is more than a brand:
it represents a new outlook on life.
This Berlin-based pro-ageing brand develops innovative collagen products with a holistic approach to health and beauty.
Together with its strong community, Glow25 shows that growing older is something to celebrate. Founded in 2021, it is part of the Primal State family.

THE PROJECT

For our customer Glow25, BlaueErdbeere designed and produced a bespoke stand for a leading health and beauty exhibition.

The venue was FIBO in Cologne, one of the world's largest health, fitness and wellness exhibitions. From the outset, the stand was designed to make an impact at FIBO and adapt easily to future events.
Modularity was central to the brief.
Each stand element can be used independently and easily adapted to different spaces.

Striking lighting was another key focus.
Carefully targeted illumination maximises attention while strengthening the visual impact of the brand.

Project team: Sascha Hartge, Britta Pohlen

Photography: Client







AT A GLANCE

GLOW25
2025
Exhibition stand

IN DETAIL
A modular exhibition stand for Glow25 with smart lighting - flexible to use and designed for a strong brand presence.

DIGITAL PRINTING

"DIGITAL PRECISION THAT IMPRESSES
- YOUR MESSAGE
IN PERFECT PRINT QUALITY."



"BRILLIANT COLOUR THAT IMPRESSES,
FROM THE FIRST IDEA
TO THE PERFECT PRINT."

DIGITAL PRINTING BIG, BIGGER, ARAG

CLIENT

To mark its 90th anniversary, ARAG launched a major campaign, beginning with a nation-wide poster campaign across more than 40,000 advertising spaces. Three striking designs playfully convey the company's long-standing legal expenses expertise. Düsseldorf's ARAG Tower is another standout feature: since the anniversary, an oversized campaign graphic has covered one side of this city landmark.

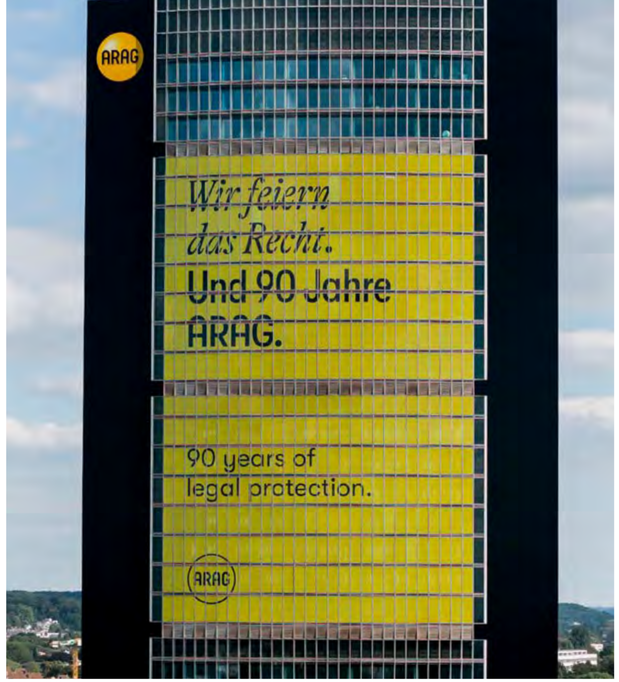
ARAG SE is an international insurance company headquartered in Düsseldorf. Founded in 1935, it is best known as Europe's largest legal expenses insurer. It also offers health, life and property insurance. The company operates in more than 15 countries and employs several thousand people worldwide.

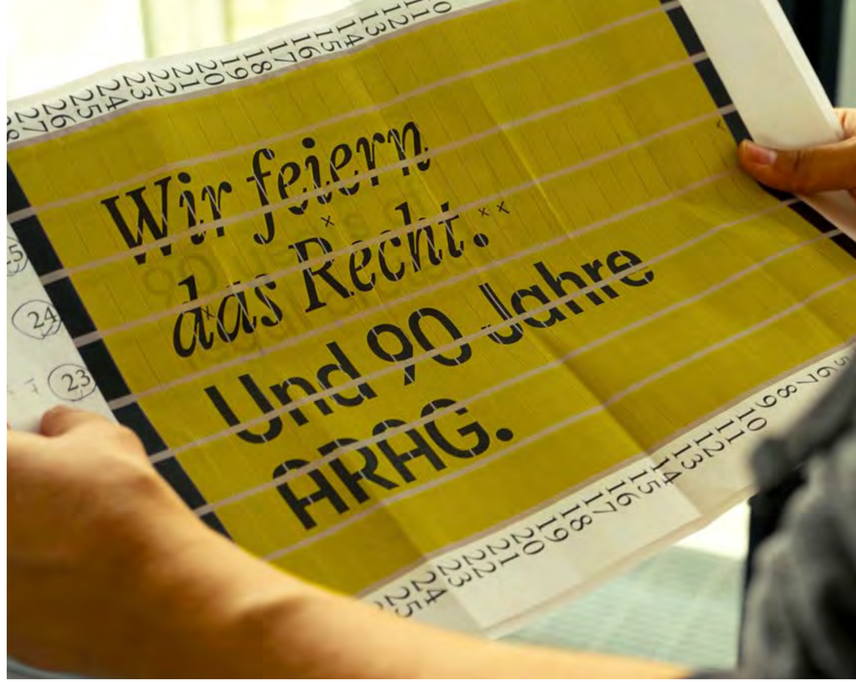
THE PROJECT

The ARAG building is extraordinary, and so is its roughly 1,700 m² anniversary graphic, which puts legal protection at the heart of the message. In just four days, BlaueErdbeere wrapped well over 400 window panes to create the XXL campaign image.

We applied a specialist film produced using a three-layer printing process.
Installed inside and visible from outside, it keeps outward views almost unchanged across an impressive 1,720 m² and 448 windows.
To meet the four-day deadline, eleven installers worked simultaneously, explains Niki Küch, Managing Director of BlaueErdbeere GmbH.

SCAN THE QR CODE AND WATCH OUR PROJECT VIDEO!







Project team: Alina Broyl, Sascha Hartge, Karin Scherer





AT A GLANCE

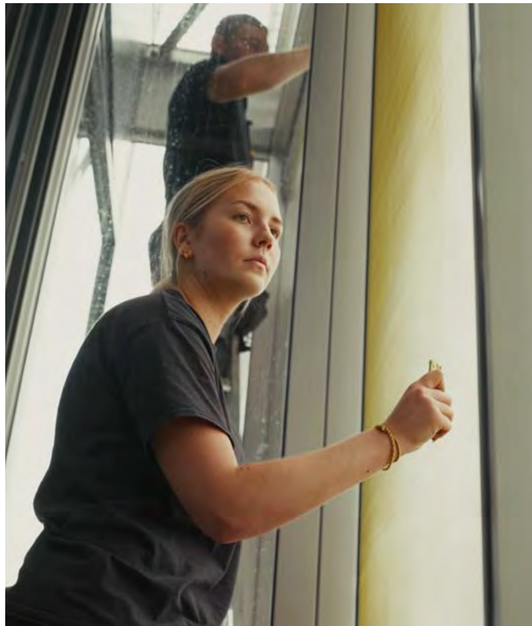
ARAG
2025
Anniversary campaign

IN DETAIL
Nationwide poster campaign with over 40,000 advertising spaces; XXL film graphics on Düsseldorf's ARAG Tower (1,720 m²); bold yellow-and-black design; façade wrapping with specialist film; delivery in just four days.



To meet the four-day deadline, our Lower Rhine powerhouse had eleven installers applying the film simultaneously.

- Sascha Hartge, Head of Sales, BlaueErdbeere Werbetechnik GmbH



FLEET WRAPPING



"YOUR FLEET CAN
DO MORE THAN DRIVE
- IT CAN SELL."



FLEET WRAPPING
A&S HAUSTECHNIK

CLIENT

The brief was clear:
A&S Haustechnik's new vehicle wraps had to be real eye-catchers that turn heads and attract attention. The perfect job for BlaueErdbeere - creating stunning vehicle wraps is our speciality.

THE PROJECT

The graphic design uses rust as a metaphor for renewal, expressing the power of transformation. After A&S has worked its magic, old buildings and building services shine again.
Turning old into new.

Turquoise was chosen as the base colour for a fresh, modern look. It proved so popular that A&S Haustechnik decided to match its workwear to it. Coordinated vehicle wraps and uniforms strengthen brand identity, an increasingly important factor for small and medium-sized businesses too. BlaueErdbeere wrapped eleven A&S company vehicles in the new rust design. The wrapping team's clear favourite was the Dodge Ram.





SCAN, WATCH,
BE INSPIRED
AND SHARE!

Project team: Sascha Hartge, Fabienne Horch, Kevin Müller, Lou Stude

Photography: Felix Burandt



We depend on local customers, so it is vital that our installation vehicles stand out on building sites. The new wraps have been a hit with our team and our customers. Website visits and enquiries have noticeably increased, showing that more people are taking notice.

- Dennis Werner, A&S Haustechnik

AT A GLANCE

A&S HAUSTECHNIK
2025
Fleet wrapping

IN DETAIL
Fleet wrapping on a grand scale:
one consistent design across different vehicle models, bold graphics and a striking rust-effect finish that makes new look old.





TOUR BUS WRAPPING SARAH CONNOR

CLIENT

All-4-Event: event professionals with a keen eye for brand impact, stage shows and strong partnerships. Together with Universal Music Germany, they created a tour bus with a powerful presence on the road.

What did we do? Plenty of vinyl:

- 22 linear metres of premium digital print
- Partial wraps with contour-cut photo graphics
- Turquoise accents on wheel trims and mirrors

THE PROJECT

Honestly? One of the best projects to pass under our squeegees this year - and one of the fastest. We could barely keep up with the photography. The enquiry arrived on a Thursday; the deadline was two weeks later. The brief: wrap Sarah Connor's tour bus in the spirit of "Freigeist". Challenge accepted.

Design by Universal Music GmbH, delivered by BlaueErdbeere. Our task: apply the artwork with millimetre precision to a 14-metre bus, making the star unmistakable even on the motorway.

The result: attention in every lane. A colourful vehicle wrap is rolling PR power. It generates thousands of daily impressions, creates instant recognition and turns the bus into a selfie hotspot. When it arrives at an event, everyone knows something is happening.

And if you are going to have a tour bus, it should keep people talking even in a traffic jam on the A7.

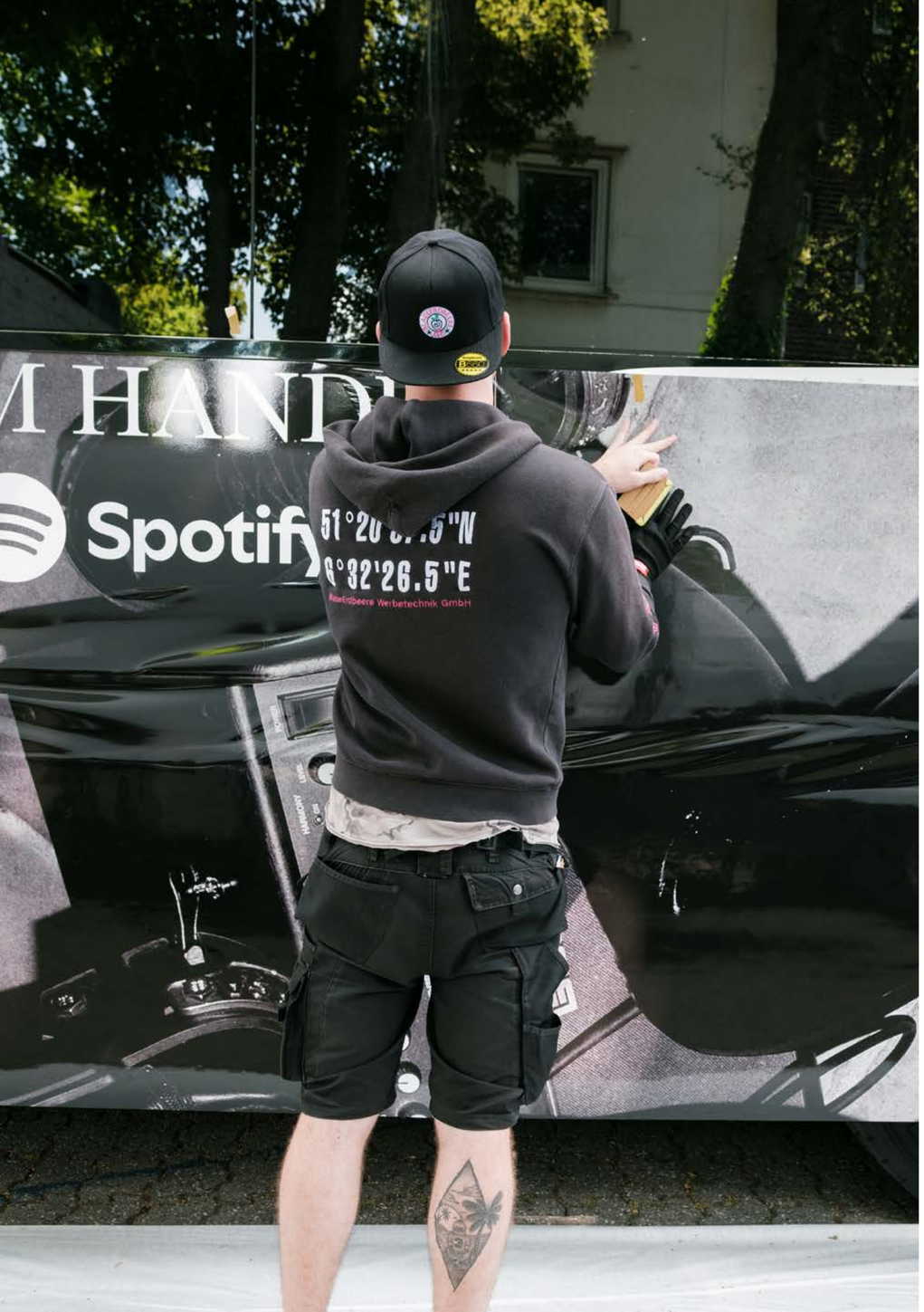






Project team: Florian Hüsges, Kevin Müllers

Photography: Felix Burandt



Branding on the move.
We love projects that are bold, colourful and on point.
Sarah Connor's tour bus was exactly that.

- Florian Hüsges, Head of Vehicle Wrapping, BlaueErdbeere Werbetechnik GmbH





AT A GLANCE

SARAH CONNOR TOUR BUS
2025
Vehicle graphics

IN DETAIL
22 linear metres of premium digital print, partial wraps with contour-cut photo graphics and turquoise accents on wheel trims and mirrors.

OUR CUSTOMERS











































WHY US?

"EVERY BERRY IS UNIQUE"

As an owner-managed manufacturer with 2,500 m² of production space, we are flexible enough to serve sole traders, medium-sized businesses and major corporations alike.
We combine creative thinking with craftsmanship to deliver solutions as individual as your brand. With us, you receive personal attention, expert advice and real quality.

We are more than a supplier.
We are your partner: proactive, passionate and reliable. Always ready to take your advertising message out into the world with a distinctive, confident voice.

KREFELD LOCATION

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