

WK360

Building brand
confidence in print

Big, bold brochures showcase

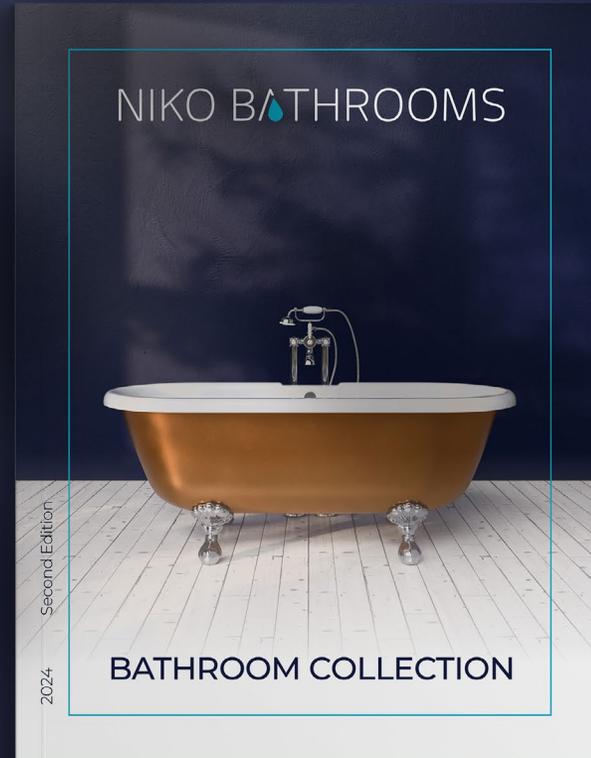




Print with purpose

Brochures sit at the intersection of inspiration and information, shaping perception, guiding choice and building confidence across dealers, installers and consumers alike.

WK360 partners with brands to deliver brochures that feel considered, accurate and on-brand, even at their most complex. This is large-scale brochure production built around clarity, consistency and trust.





The challenge

Brochures carry aspirational brand storytelling alongside dense technical detail. They need to reflect brand positioning, while remaining practical tools used daily in the real world.

Across our brochure clients, the pressures are consistent:

- Hundreds of pages per publication, often refreshed annually
- Large and evolving product ranges
- A mix of lifestyle imagery and installation-critical data
- Multiple stakeholders reviewing every page
- Print quality that directly reflects brand positioning

The Challenge: How do we deliver brochures of this size and complexity without losing clarity, quality or trust?



How we help

WK360 helps brands bring structure and confidence to brochure production.

We combine creative understanding, production expertise and disciplined delivery to ensure brochures remain brand-right - not just visually, but technically and practically - no matter how complex they become.

Our role is to remove friction from the process, so teams can focus on the publication as a whole rather than firefighting production issues.





B/S/H/ SIEMENS GAGGENAU

Brochures as a brand experience

For BSH's triumvirate of brands, brochures are a critical expression of brand confidence. They must balance aspirational lifestyle storytelling with deep technical credibility across extensive product ranges and demanding audiences.

"Brand brochures are extremely complex and time consuming; WK360 help to make the process more streamlined."



SIEMENS

For Siemens, WK360 produces a 364-page brochure plus cover, bringing together lifestyle photography, product features, installation guidance and comparison data across multiple categories. Every page is handled with care, and styled to look uniquely 'Siemens', ensuring technical accuracy and visual consistency throughout.



GAGGENAU

At the ultra-premium end sits Gaggenau, where expectations are uncompromising. WK360 produces a 350-page Models & Dimensions brochure, managing repro and print directly to ensure colour density, typography and finishing reflect the exclusivity of the brand. Press passes and tight tolerances ensure the final product feels as refined as the products themselves.





For Neff, a brand built around a passion for cooking, we produce two curated brochures - The Showroom and The Collection. Working closely with the Neff brand team, these publications have become recognised as a benchmark within the white goods market, combining creative execution with disciplined production.



THE ART OF REDUCTION

The Essential Induction is innovation in its purest form - a cooktop and worktop combined into one. Our renowned technology and superior performance distilled into nothing but a dot, a surface, a control knob.

Its single surface with no barriers, frames, or gaps allows it to seamlessly integrate into any living space, offering a high-quality cooking experience and the utmost freedom to explore and experiment.

Bring any design vision to life with the choice of a wide range of Dekton worktop colours and finishes, all of which can be complemented with our iconic stainless steel or black high-precision control knobs. Below the surface, two different sizes of induction modules can be combined to accommodate your specific needs. A versatility and freedom of personalisation that can elevate any living space into something more.

Additionally, the Essential Induction can be effortlessly combined with Gaggenau ceiling ventilation to preserve the stunning open aesthetic of the kitchen.

Confidence from start to finish

The longevity of the partnership speaks for itself - WK360 has worked with BSH continuously since 1996.

Beyond artwork and production, WK360 also manages print buying for BSH. This gives the brand confidence that quality is protected from start to finish. We work with a trusted network of specialist printers, selected for their expertise across different formats, finishes and volumes to ensure every brochure is produced to the highest standard, at the best possible value.

Our team regularly attends press passes on BSH projects, working directly with press minders to fine-tune colour, density and finish on press. These long-standing personal relationships matter. They allow issues to be resolved in real time and ensure the final printed piece reflects the care, precision and premium quality expected of the brand.



BUNZL GREENHAM
Protecting People Everyday

Brochures that work harder

For Bunzl Greenham, the catalogue is not a brand showcase – it's a working tool used daily by procurement teams, distributors and customers. It needs to be comprehensive, accurate and easy to navigate, while coping with constant change.

WK360 produces their annual 594-page catalogue, covering more than 4,000 SKUs. What began as brochure production has evolved into a fully integrated delivery model, designed to manage scale without losing usability.

Each edition brings the same pressures: thousands of products, continuous updates, fixed print deadlines and zero tolerance for error. Our role is to ensure the catalogue remains clear, consistent and dependable year after year.



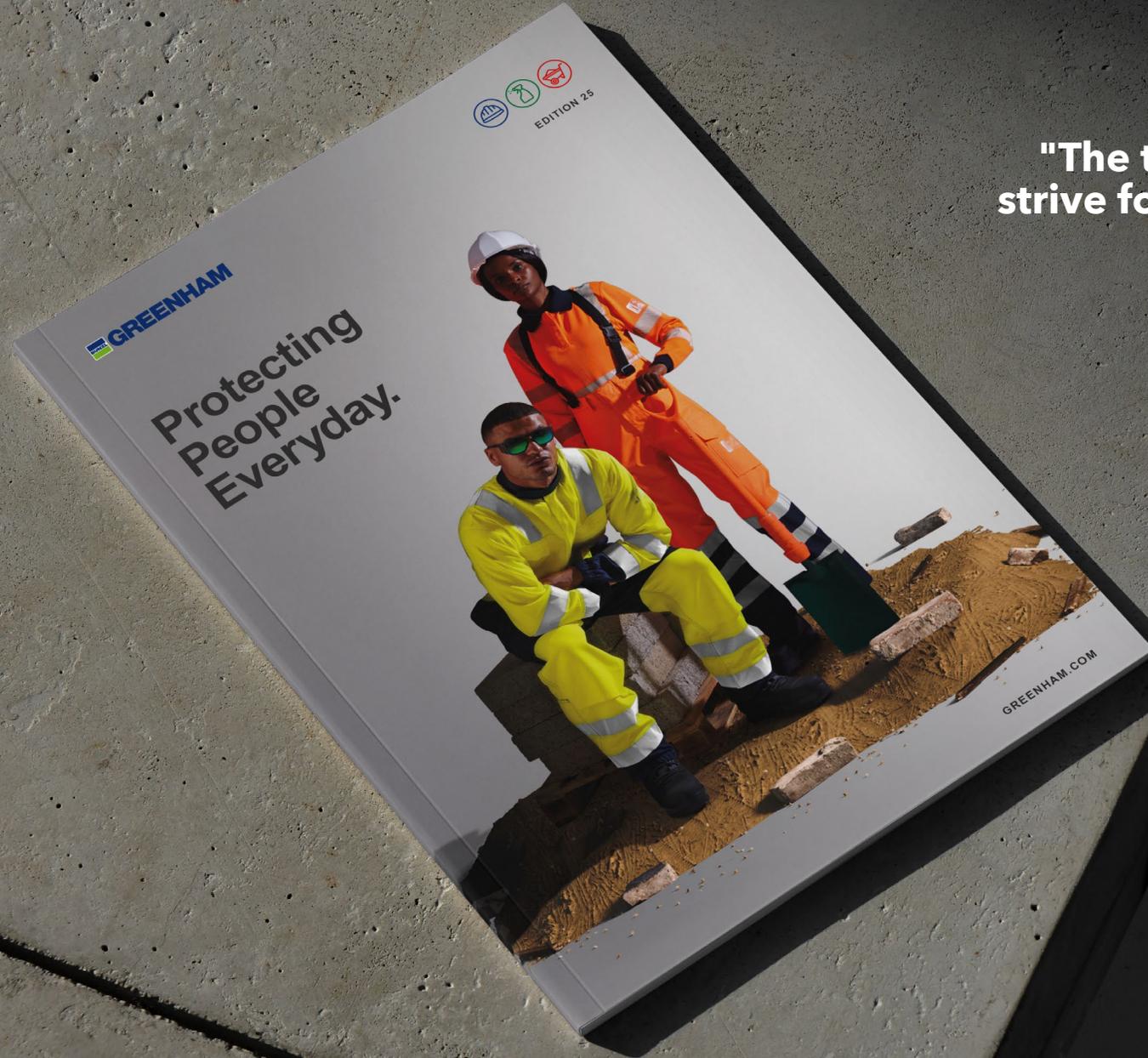
Smarter by design

Alongside print, we integrate 360Connect, linking products directly to digital content such as extended specifications, guidance and richer visuals. This allows the printed catalogue to remain navigable, while extending its usefulness through connected content.

The result is a catalogue that works harder, lasts longer and remains trusted - not a yearly stress point, but a repeatable system that works.

"[WK360's] production quality is great, and they always deliver on time and within budget."





"The team at WK360 always strive for **creative excellence.**"



NIKO BATHROOMS

Inspiration meets installation

For Niko Bathrooms, their brochures need to do two jobs equally well: inspire customers and support installers.

WK360 produces a range of publications covering multiple product categories, often running to many hundreds of pages. Highly stylised lifestyle imagery sits alongside precise technical information, with neither compromising the other.

Our experience in handling both allows Niko to present its products beautifully, while maintaining the clarity and accuracy required by trade audiences. The result is a set of brochures that feel confident, usable and true to the brand - whether viewed for inspiration or specification.





Book a visit to our Showroom.



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"[WK360] are great at creating and developing everything I need on time."

The outcome

When brochure production is structured around brand confidence, scale becomes manageable.

- Large publications are delivered without chaos
- Technical accuracy is trusted, not questioned
- Print quality consistently reflects brand positioning
- Client teams gain time back, rather than firefighting issues

Brochure production, a time hungry process becomes repeatable, dependable and clear.



W K 3 6 0

Marketing Imagery Packaging

Launch fast
Launch at scale
Launch with ease

Always on brand.