



WK360°

Bringing imagined
spaces **to life**

KBB imagery & marketing showcase

Built on belief

In the KBB market, imagery is key in persuading customers to commit to purchase.

Long before they visit a showroom or speak to a designer, people are forming opinions based on what they see, and every image plays a role in shaping that belief.

WK360 works with KBB brands to create imagery that does more than look good. We help brands tell coherent visual stories across bathrooms, kitchens and interiors - stories that feel consistent, accurate and real wherever they're experienced, from brochures and e-commerce, to marketing and retail environments.

Products need to live across many different environments - online, in print, in campaign and in-store - often produced by different teams, at different times, and under pressure. At the same time, customers expect more than isolated product shots, and when imagery doesn't match across media, their confidence slips.

The challenge isn't producing imagery; it's maintaining belief, consistency, and trust as imagery production scales.





How KBB brand marketing has evolved

The way KBB brands show up has evolved significantly over time.

For years, physically-built room sets were the standard, with brochures as the primary channel of distribution, supported by in-store material and showrooms, with digital playing a secondary role.

Today, the balance has shifted.

Customers now expect speed, clarity and consistency across digital, print and physical environments. Brochures remain important, but they now sit alongside e-commerce, digital marketing and in-store touchpoints, which all need to feel part of the same brand story.

WK360 works with KBB brands to navigate this shift, helping them evolve how they present their products while staying true to the heritage and credibility their customers trust.



How we help KBB brands

Through photography, CGI and post-production, we produce imagery that connects brochures, e-commerce, marketing and point-of-sale into a single, coherent visual language. Every space, product, and detail is designed to feel real, aspirational and achievable, wherever it appears.

CGI provides the flexibility to create and adapt spaces quickly, without losing realism or brand character. For brands launching content at scale, it allows collections, finishes and variations to be expanded without restarting the process every time.

"Being introduced to WK360 was one of the best things that happened to Dunelm."





Respecting print whilst supporting digital

Brochures continue to play a vital role, particularly in considered purchase journeys. We support KBB brands by ensuring imagery works as hard on the printed page as it does online - consistent in colour, detail and tone - so customers experience the same brand confidence across every channel.

Where point-of-sale remains part of the mix, imagery and layouts are designed to translate seamlessly into retail environments, supporting confident decision-making at the moment it matters most.

The result is a joined-up approach to KBB marketing - one that respects the category's heritage, whilst reflecting how customers engage with brands today.



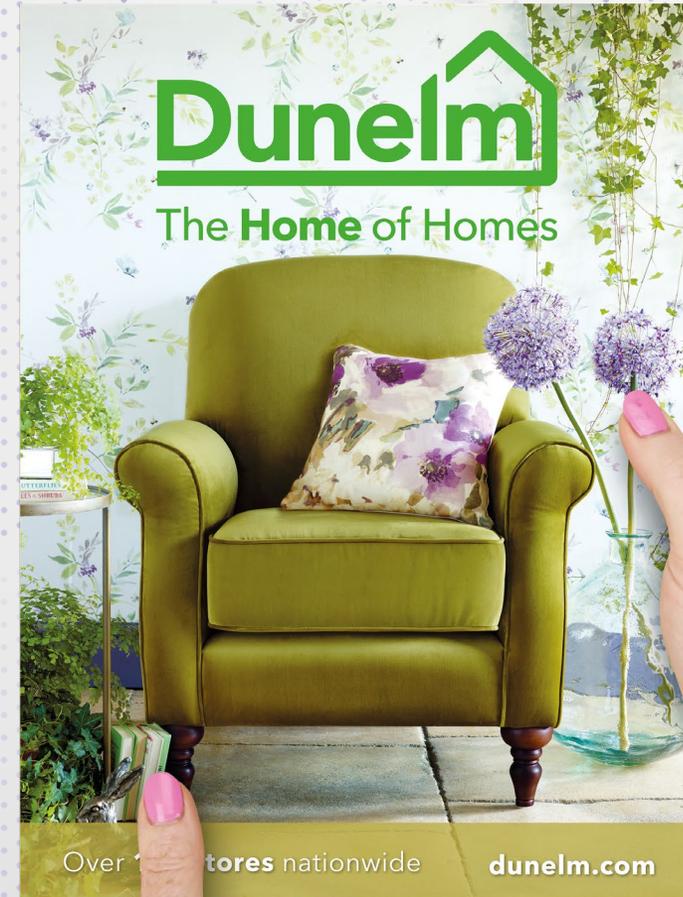
Helping customers choose **with confidence**

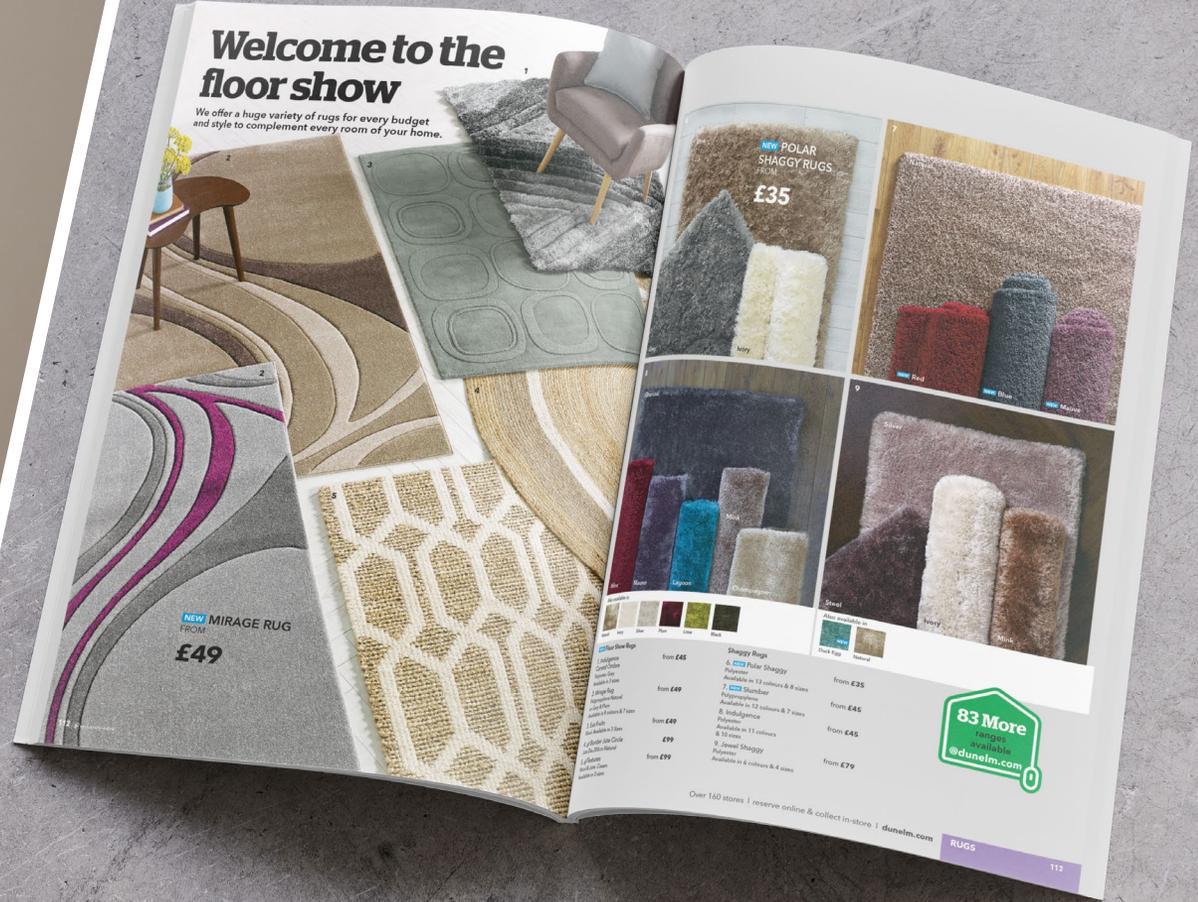
For Dunelm, imagery plays a critical role in helping customers make confident decisions. Products need to look accurate, consistent and believable wherever they appear, be that online, in catalogue or in-store.

WK360 supported Dunelm by bringing structure and control to their imagery workflows. Colour accuracy was treated as non-negotiable, with every image balanced, reviewed and approved before release. CGI and photography were used together to ensure products could be shown clearly and consistently across different contexts, without unnecessary reshoots or rework.

The result was imagery customers could trust, and a brand presence that felt reliable wherever it was experienced.

"WK360's expertise in colour management and image production has transformed our approach to product imagery."





NIKO BATHROOMS

Brand expression across channels

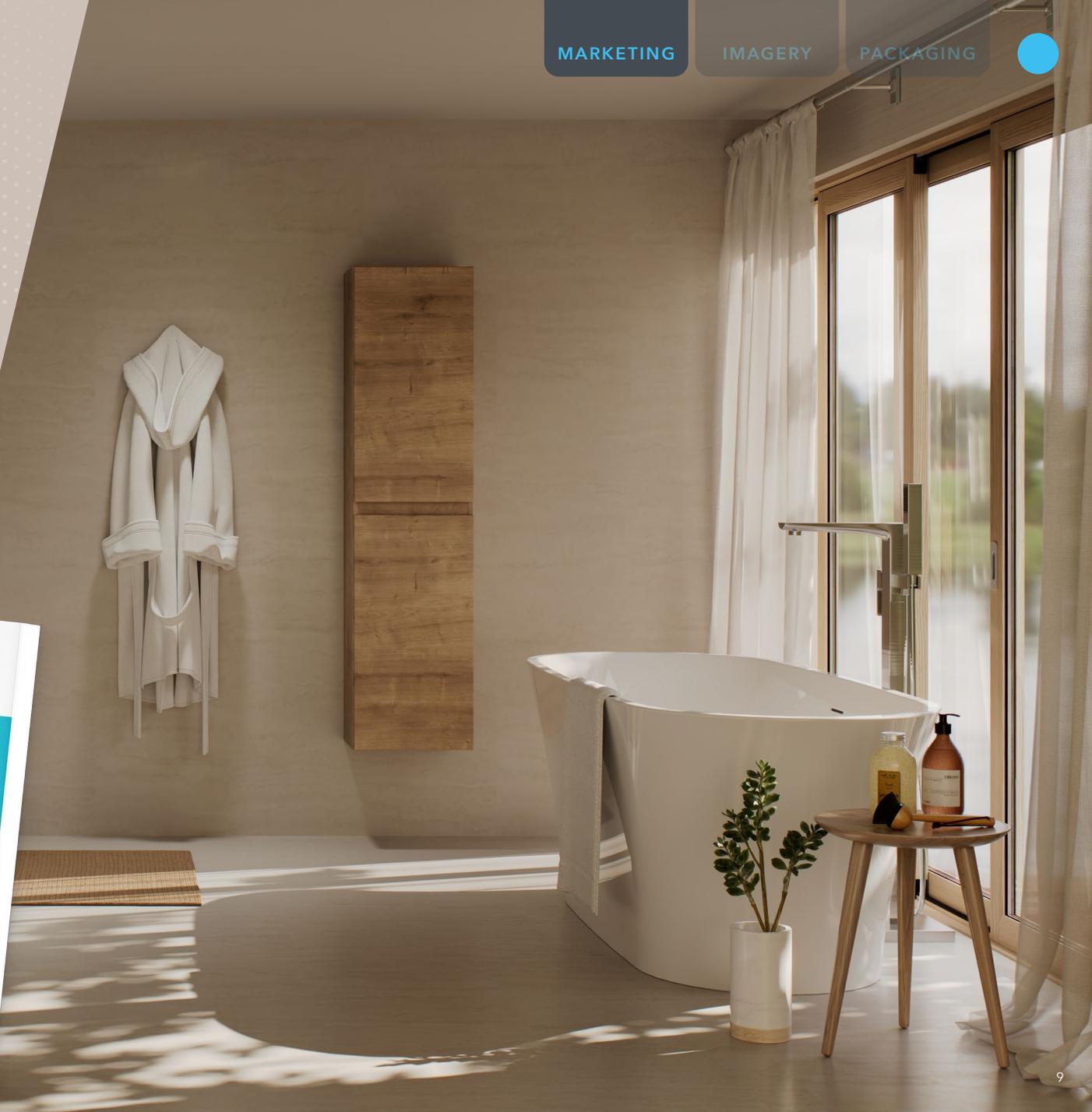
Niko already had strong products and a clear point of view but needed help bringing that brand to life consistently across marketing, brochures and retail materials.

WK360 worked with Niko to refine brand guidelines and then apply them through imagery, CGI and marketing content. Lifestyle environments, product visuals and supporting assets were all created with the same visual language in mind, allowing the brand to feel coherent whether seen online, in print or at point-of-sale.

This joined-up approach gave Niko the flexibility to scale content without diluting the brand and ensured every touchpoint felt recognisably theirs.

"[WK360] delivers graphic design concepts that stand out, while consistently working within tight, time-sensitive deadlines."





ARDEN

Furniture Finish

- Quartz
- Navy
- Musgo

Features

- Ⓜ Soft Close
- Ⓜ Metallic drawer
- Ⓜ Matt lacquered
- Ⓜ Antibacterial lacquer
- Ⓜ Total extraction
- Ⓜ Organiser

600MM WALL HUNG & WASHBASIN
550 x 600 x 450mm

- ARDON € 865

800MM WALL HUNG & WASHBASIN
550 x 800 x 450mm

- ARDON € 955

WALL HUNG SIDE CABINET - TALL BOY
1200 x 340 x 270mm

- 79728 € 735

24 All prices include VAT | All dimensions are Height x Width x Depth and in mm | Taxes not included see pages 206-277

www.nikobathrooms.ie 25

3 4 S T J O H N

CGI as brand storytelling

For 34 St. John, CGI plays a central role in how the brand is experienced.

Working closely with the brand and product teams, WK360 created CGI environments that reflected the luxury, personalisation and attention to detail at the heart of the brand. Because imagery could be created before products physically existed, e-commerce and marketing activity could launch early, without compromising quality or consistency.

CGI also allowed collections, finishes and configurations to be expanded easily, supporting growth while keeping the brand experience controlled and coherent.

"[WK360]... make our bathroom products too irresistible not to purchase by way of stunning imagery."

MARKETING

IMAGERY

PACKAGING



**tissino**

CGI as a flexible, cost-effective resource

Tissino reached out to us for support in making their existing imagery go further. They wanted to refresh key lifestyle images by introducing new brassware and adjusting colourways, without the cost or disruption of a physical re-shoot.

Using CGI, our team removed the original taps and replaced them with new products, giving the marketing team fresh lifestyle assets to work with while protecting consistency and keeping production efficient.

For Tissino, CGI provides the flexibility to expand their image portfolio, alongside the control needed to ensure every asset remains consistent, accurate and on brand.

"These are brilliant - thank you
for your help with them,
we're really pleased."





The outcome

When imagery is treated as a core part of the brand experience, everything becomes easier.

KBB brands are able to:

- Show products in believable, aspirational spaces without the cost and waste of physical room builds
- Maintain consistency across brochures, e-commerce, marketing and retail environments
- Launch content earlier, with confidence
- Scale imagery production without losing control or clarity

Most importantly, customers experience the brand as considered, trustworthy and easy to engage with - even in high-consideration purchase journeys.



W K 3 6 0

Marketing Imagery Packaging

Launch fast
Launch at scale
Launch with ease

Always on brand.