



We make your brand shine.



Foreword

Illuminating ideas for your brand

Dear Business Partners,

our illuminated advertising makes your brand visible – and that is what we are passionate about.

Take a moment to discover our work.

In this brochure, you will learn more about our philosophy, our projects, and the people who work with passion every day to make your brand shine, delivering striking results that truly impress.

Flip through and enjoy!

Hannah Struck
Managing Director, Struck-Lichtwerbung

*Management from left:
Markus Struck, Marc Obermann,
Michel Peine, Hannah Struck*

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| Your Branding Aura

A strong brand needs a strong presence.
Not just in the media, but also live on-site.

| An All-in One Solution for your Brand

For more than 70 years, Struck has stood for innovative and striking illuminated signage. Our family-owned company not only designs and manufactures custom advertising installations in large and small series, but also offers a unique full-service experience – from the initial idea to the final implementation.

| Expertise Grown over Decades

Our roots lie in the brewing industry, and numerous well-known brands from this sector are still among our customers today. From these beginnings, a diverse network of strong brands has grown, ranging from insurance companies, capital goods and furniture industries, lotteries, and energy companies to renowned toy manufacturers.

In short: We know what matters – no matter the industry.

| Everything from a Single Source

From the initial idea to the installation – at Struck, everything comes from within our own company. Thanks to our in-house production and associated services, we can deliver quickly, flexibly, and in any quantity.

Whether metal construction, aluminium casting, vacuum forming, or screen printing: we take care of everything – including related services such as storage, delivery, and “just-in-time” installation.

| Maximum Transparency in All Processes.

Always fully informed – thanks to our unique W.O.I.S. online system.

Want to know how many locations have already been installed or track the progress of your project in detail? Just one click is all it takes. Experience for yourself how simple and transparent working with us can be.



Location in Steinheim



Location in Herten



Metal Processing in Steinheim



Our customers operate in the following sectors:

- Furniture / Interior
- Breweries / Beverage industry
- Capital goods
- Toy industry
- Insurance
- Banks
- Lotteries
- Energy companies
- Trade fair & shop fitting

| Brand Advocate

We make your brand shine – unique, three-dimensional, and full of detail.

| Your Partner for Strong Brand Presence

We don't offer off-the-shelf solutions from a catalog. Instead, we focus on precise planning, prototyping, and completing all production steps in-house – fast, flexible, and reliable.

Whether stylish solutions for the hospitality sector, modern designs for industry and services, or illuminated counters and display furniture – we create illuminated advertising objects that perfectly convey your brand message.





| Perfect Branding for Shops and Branches

It should be clear at first glance what your business stands for – whether an exclusive shop or a highly visible insurance branch.

Our illuminated advertising showcases your brand effectively, ensures immediate recognition, and adapts flexibly to any on-site conditions.

| Long-Lasting Brand Appearance

Thanks to our high-quality craftsmanship, as well as easy installation and maintenance, your branding retains its premium appearance and functionality for years to come.

| Your Partner for Large and Small Solutions

From single pieces to series production of up to 20,000 units: With Struck, you get everything from a single source – for labels that truly capture attention.

| Struck – Advertising that Makes an Impact

With us, you can rely on quality that puts your brand in the spotlight for the long term – individually, professionally, and thoroughly thought out.





Together, we bring your brand to light – precisely, efficiently, and uniquely.

| Consulting and Planning

From the initial concept, through prototyping, to full rollout – we support you every step of the way.

| Well-Advised from the Beginning

Together with you, we develop illuminated advertising concepts that are designed to last and maximize your brand's visibility in the market.

| Benefit from Our Industry Experience

We know what matters and are happy to support you in your industry. Share your plans with us and we will find the best way to get there. We look forward to bringing your vision to life.

| Innovative Design for Your Brand Message

Thanks to our experienced teams, we consider implementation right from the design stage – efficiently and realistically. We also ensure full compliance with your corporate identity, saving you time by handling routine tasks for you.

Your Personal Contacts



Lukas Strzyzewski



Verena Hamann



Karsten Sack



Hannah Struck



Markus Struck



Marc Obermann



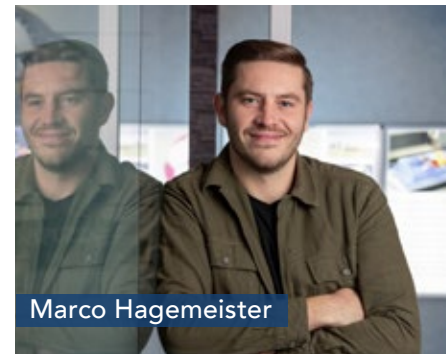
Andreas Tielkemeier



Dennis Kriger



Linda Heid



Marco Hagemeister



Michel Peine

Our Graphics Department Offers You:

- 2D & 3D visualizations
- Design of CI-compliant concepts
- Site plan / Cadastre plan editing
- Conceptualization and development of new products
- Prepress and production preparation





| We Are Open to New Projects

We approach every suggestion with curiosity and a spirit of innovation.

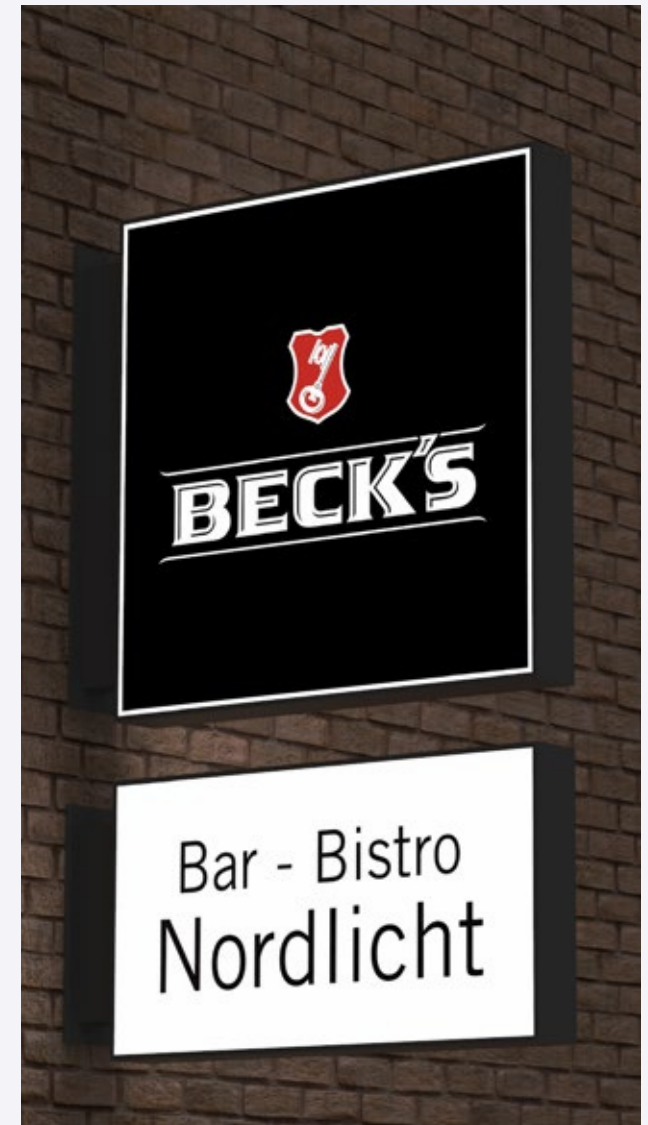
For us, ideas are the starting point for joint development: together, we refine them, advance them, and bring them to targeted implementation.

From the first vision to the successful visualization and realization of your ideas, we guide you every step of the way. Openness, creativity, and continuous development are our focus – for solutions that inspire and have lasting impact.

| Prototypes for Maximum Planning Reliability

Upon request, we manufacture individual prototypes in our in-house prototype construction before series production begins. This allows you to experience a tangible, real product in advance – whenever you need more than a digital visualization can offer.

This allows adjustments to be identified and optimized early and before full production begins. This provides certainty, saves time, and guarantees a result that precisely meets your expectations.



| Production

Struck stands for high in-house production capabilities – enabling fast, flexible, and cost-effective production processes.

| Vertical Integration at the Highest Level

On over 13.000 m² of production space, modern technologies such as semi-automated screen printing lines and thermal vacuum forming are used to fulfill your demands. All work steps are carried out under one roof ensuring optimal coordination and the highest quality. Our certifications are proof of our reliability.

By the way: We can shape plastic sheets up to 300 cm × 150 cm with a depth of 80 cm – accurately and perfectly suited for series production.

| Custom Solutions

For every project, we provide a tailor-made solution - flexible, production-ready and with a maximum design freedom. Thanks to our versatile production processes, almost unlimited design possibilities can be realized.





Our Selection of Machinery:

- 5-axis milling machines
- 3-axis milling machines
- Lasers for metal processing
- Lasers for plastic processing
- CNC-controlled press brakes
- CNC-controlled profile bending machines
- CNC-controlled bending machines for profile letters
- Thermoforming machines (up to 3 m)
- Screen printing machines (semi- and three-quarter automatic)
- Digital printers
- 3D printers





| In-House Metalworking

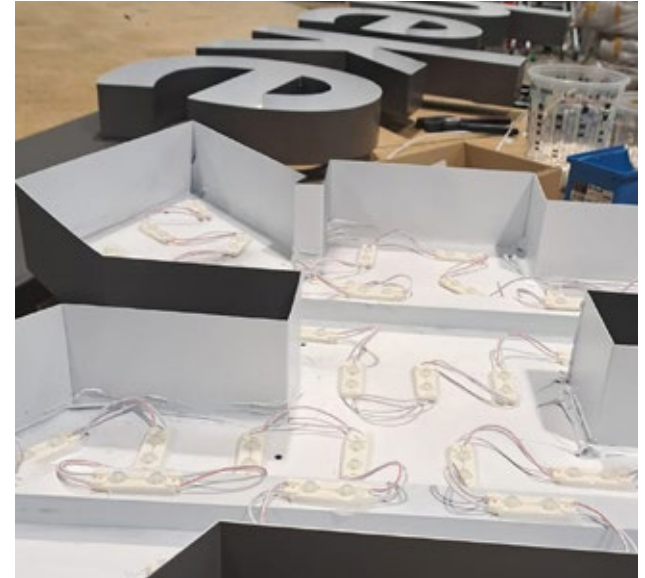
Our metalworking combines in-house metal profiles with aluminum castings, giving complex installations a distinctive, bespoke character. With all steps performed in our company, our commitment to quality is evident in both the finished product and its cost-effectiveness.



| Network of Subsidiaries

With subsidiaries both domestically and internationally, we additionally offer flexibility and autonomy. Our clients benefit from short delivery times, a high degree of customization, and attractive prices.





In-House Production Processes:

- Metalworking
- Aluminum casting
- Laser technology
- Plastic processing
- Screen printing
- Digital printing
- Foil plotting
- Vacuum forming
- 3D printing



| Custom and Special Constructions at Our Herten Production Site

While our Steinheim site focuses on series production, the Herten location specializes in small batches and custom-made solutions.

Across 2,100 m² of production space, we manufacture individual letters made of plastic and metal, pylons, wayfinding systems, vehicle and surface wraps, and other tailor-made special solutions – all manufactured in-house using the state-of-the-art technology and genuine craftsmanship precision.

| As Individual as Your Ideas

For over 40 years, we have been providing advertising solutions for the entire German market from our location in the Ruhr region – from the initial idea to the final installation, for every industry and every budget. Our comprehensive, one-stop portfolio impresses a wide range of industries, from corporate and mid-sized businesses to the retail sector.

No matter how big or small, we handle every request to the exact specifications and the highest standards. Our goal: to make your brand and your eyes shine.





| Service

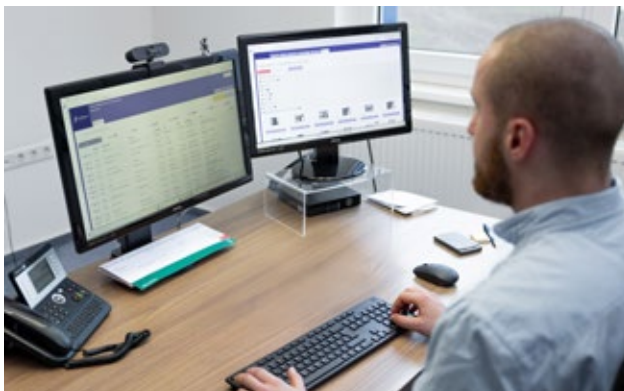
Your complete satisfaction is our priority.

| Seamless Project Handling

For your maximum convenience, Struck founded ST-Service GmbH & Co. KG – taking exclusively care of your project management, deliveries, and installations from start to finish.

| Transparency Is Our Strength

Questions such as “Which branches have already been installed?” or “What does the new illuminated signage at branch X look like?” can be answered instantly via our web-based W.O.I.S. system. Thanks to the integrated ERP interface, order and invoice processing are just as smooth and efficient.



/// W.O.I.S. provides peace of mind, allowing me to monitor my project live at any moment and enjoy full transparency throughout.

| Service That Makes a Difference

Whether the installation is carried out by our nationwide partner network or by our in-house teams, whether through Just-in-Time delivery with our own fleet or fully transparent project management via the W.O.I.S. system – it is our services that set us apart. Once you experience this level of convenience, it becomes your new standard.



Our Services:

- Complete project management
- Survey services
- Building permit applications
- Installation / assembly
- Transparent project tracking via W.O.I.S. web software
- Cleaning and maintenance
- Storage / warehousing
- Order picking / kitting
- Transfer and individual shipping



| Clients

We would like to thank our clients for their many years of partnership

and, to be honest, we are a little proud of that. Your loyalty confirms our approach: transparent processes and genuine quality "Made in Germany".

Curious to learn more? Visit us in Steinheim or Herten! There, we showcase exciting projects and new ideas that might be a perfect fit for your company or brand.

We would be delighted to welcome you!







Trust in “Made in Germany” quality and a team that brings your brand to light.

| Our Values

More Than Light: Commitment, Responsibility, Collaboration

| **Stronger Together – For People, the Region, and the Future.**

Education and ongoing training are standard at Struck. We aim to provide secure, long-term employment and support the sustainable growth of the regional economy. At the same time, we foster community spirit by promoting sports, culture, and social initiatives.

| **Ecological Sustainability**

Using resources responsibly is part of our corporate philosophy. Our own photovoltaic system not only reduces electricity costs but also makes us less dependent on external energy sources while protecting the environment. Since 2012, we have relied on biogas for heating – a sustainable and eco-friendly energy source.

| **We Do Business with Purpose**

As a company measured by its contribution to the common good, we place people, the environment, and fair cooperation at the center of our activities. Sustainable, fair, and responsible – for an economy that benefits everyone.





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