



BILLA 21

ROLAND TORSTEN
A D V E R T I S I N G

PHOTO DOCUMENTATION

BILLA



PHOTO DOCUMENTATION

BILLA



PHOTO DOCUMENTATION

BILLA



PHOTO DOCUMENTATION

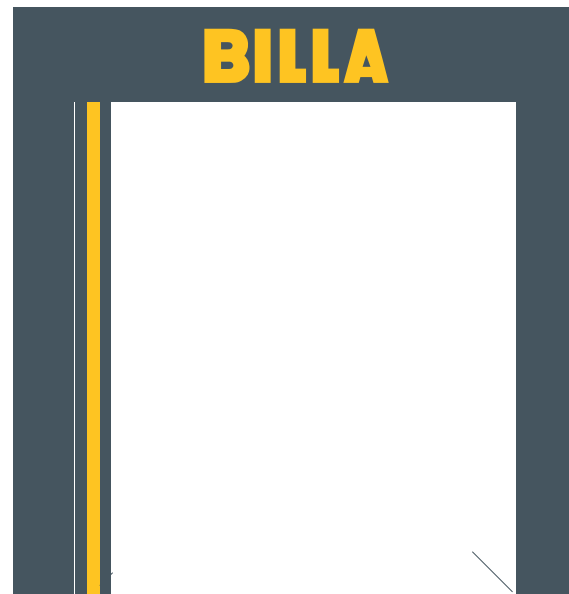
BILLA



ENTRANCE GATE

BILLA

EXAMPLE:



DESCRIPTION:

DETAIL:



FASTENING:



OVERHEADS AND NAVIGATION

OVERHEAD MOTIVES

overview departments

BILLA

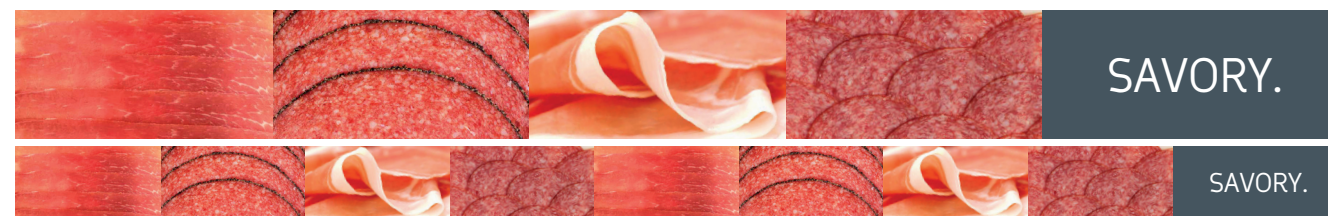
EXAMPLE:



FRUITS, VEGETABLES: FRESH.



BAKERY: CRUNCHY.



DELICATESSEN: SAVORY.



CHEESE: DELICIOUS.



DAIRY: CREAMY.



MEAT: QUALITY.



FROZEN: FROZEN.



BEVERAGES: REFRESHING.



BEER: TRADITIONAL.



CHEF MENU: CONVENIENCE.

OVERHEAD MOTIVES

overview departments

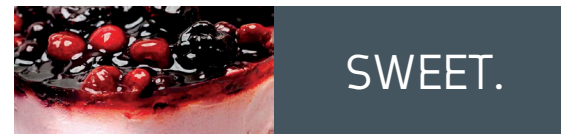
BILLA

EXAMPLE:

Overhead motives for smaller displays (for bigger stores).



HOT FOOD: HOT.



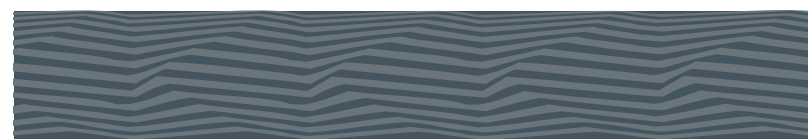
DESSERT: SWEET.



FLOWERS: BEAUTY.



DESSERT: SWEET.



PATTERN:



ALCOHOL: FIERY.



PRICE ENTRY: CLEVER SHOPPING!



ALCOHOL: INEBRIATING.



SALE: PROMOTION: SALE



CHRISTMAS: JOY.



AISLES NAVIGATION DESIGN MANUAL

BILLA

EXAMPLE:

CHIPS | OIL
COFFEE | TEA
FLOUR | SUGAR

SOUPS | SPICES
DIA | CORNFLAKES
CANNED FOOD | CANNED FRUITS

DESCRIPTION:

AISLES NAVIGATION:

Navigation is always written in yellow letters on a grey background.



MARKING WINE SHELVES

BILLA

EXAMPLE:



DESCRIPTION:

MARKING WINE SHELVES:

Special wine shelves consist of a dark wooden board (nussbaum) on which 3D letters cut out from light-colored wood are placed.

RED WINE.

SPARKLING WINE.

WINE BOUTIQUE.

HARD LIQUOR.



FASTENING:

MARKING ORGANIC GOODS, DIA SHELVES

BILLA

EXAMPLE:



ORGANICS.

DESCRIPTION:

ORGANICS SHELVES:

Special organics/dia shelves consist of a light-colored wooden board (BIRKE) on which 3D letters cut out from dark-colored wood (NUSSBAUM) are placed.

DIA.

DRIED FRUITS AND NUTS.

FASTENING:



STAFF RECOMMENDATIONS

BILLA



STAFF RECOMMENDATIONS:

Recommendations of our staff of the fruits and vegetables department, bakery and meat department are part of the communication line. It consists of a photograph of a staff member and white text on a grey background. The ceiling danglers are placed in particular departments (meat, bakery, fruits and vegetables).



ORGANICS MESSAGE

BILLA

EXAMPLE:



DESCRIPTION:

TIP HEALTHY:

A ceiling dangler communicating healthy food. Composition: an image photo located on the right, white text and the logo on a grey background on the left.

FASTENING:



MANAGER'S CHOICE - CEILING DANGLERS

BILLA

EXAMPLE:



DESCRIPTION:

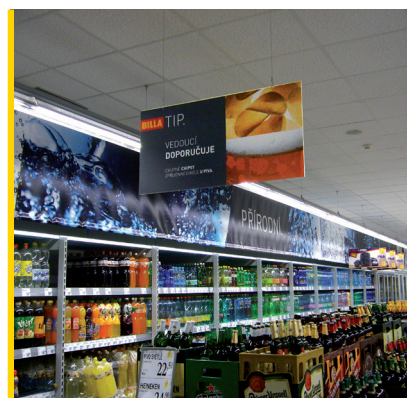
MANAGER'S CHOICE:

Recommendations of the manager about various taste combinations. A pair of photographs combined with white text on a grey background. Manager's Choice is used either as ceiling danglers or wobblers (see page 20), depending on the available space.

FASTENING:

LOCATION:

Ceiling danglers of taste combinations are located in the aisle at selected items – e.g. spices with meats, potato chips with beer, chocolate with coffee, cheese with wine. One piece of every kind shall be placed in the store.



MANAGER'S CHOICE - CEILING DANGLERS

BILLA

EXAMPLE:

BILLA TIP.

TASTY CHIPS MAKE YOUR **BEER** TIME EVEN **MORE ENJOYABLE.**

MANAGER'S CHOICE.



BILLA TIP.

SWEETEN UP YOUR **RELAXING** COFFEE **MOMENTS.**

MANAGER'S CHOICE.



BILLA TIP.

A PINCH OF **SPICES** ENLIVENS THE TASTE OF **MEAT.**

MANAGER'S CHOICE.



BILLA TIP.

TASTE **PASTA** WITH OUR READY MADE **SAUCES.**

MANAGER'S CHOICE.



BILLA TIP.

HAVE A **TRUE** TEA **PARTY.**

MANAGER'S CHOICE.



BILLA TIP.

TRY **HOT** CHEESE **TOASTS.**

MANAGER'S CHOICE.



MANAGER'S CHOICE – WOBBLER

BILLA

EXAMPLE:



DESCRIPTION:

WOBBLER:

Is a miniature of "Manager's Choice ceiling danglers" for tastes combination. A pair of photographs is combined with a white text on a grey background. Manager's Choice is used either as ceiling danglers or wobblers, depending on the available space. Tastes combinations are located at selected items – e.g. spices with meats, potato chips with beer, chocolate with coffee, cheese with wine etc.



FASTENING:



LOCATION:

MANAGER'S CHOICE – WOBBLER

BILLA

EXAMPLE:

BILLA TIP.

TASTY CHIPS MAKE YOUR BEER TIME EVEN MORE ENJOYABLE.

MANAGER'S CHOICE.



BILLA TIP.

A PINCH OF SPICES ENLIVENS THE TASTE OF MEAT.

MANAGER'S CHOICE.



BILLA TIP.

HAVE A TRUE TEA PARTY.

MANAGER'S CHOICE.



BILLA TIP.

SWEETEN UP YOUR RELAXING COFFEE MOMENTS.

MANAGER'S CHOICE.



BILLA TIP.

TASTE PASTA WITH OUR READY MADE SAUCES.


MANAGER'S CHOICE.



BILLA TIP.

TRY HOT CHEESE TOASTS.

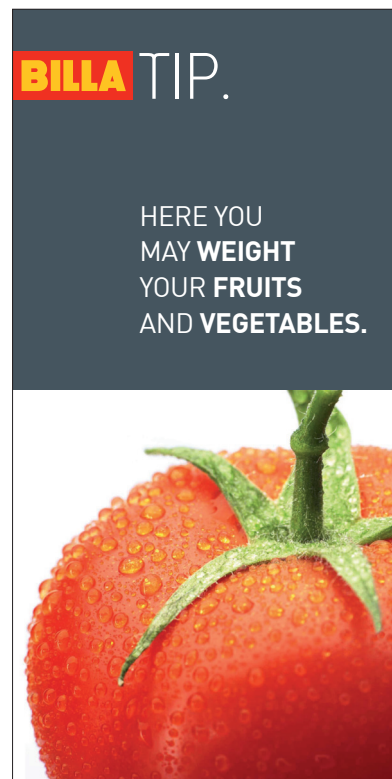
MANAGER'S CHOICE.



SCALES

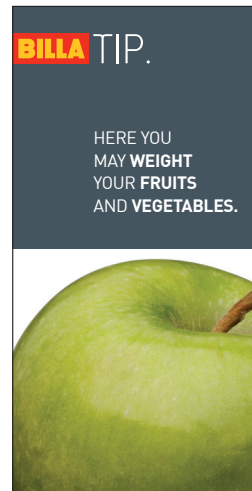
BILLA

EXAMPLE:

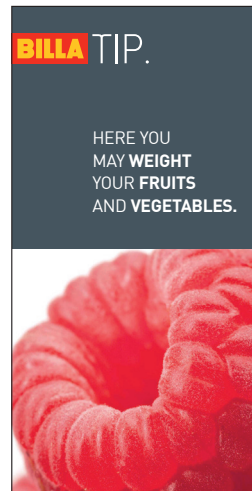


OTHER MOTIVES:

APPLE



RASPBERRY



DESCRIPTION:

SCALES:

Always in an oblong format, located above the scale (ceiling dangler). Different motives (subjects) are provided. The image of the tomato is obligatory in case there is just one scale in the fruit and vegetable department. I

FASTENING OF THE PAPER LEDGE INSERTION:

Suspended freely on a wire system.



LOCATION:

In the fruit and vegetable department above the scales.

GONDOLA DISPLAY

BILLA

EXAMPLE:

AKCE!

140⁵⁵ ~~210²⁰~~ Kč
WZ XX GP XXcc

ARTIKEL 01
ARTIKEL 02
MNOŽSTVO: 130 g

PROMOTION

**CHYTRÝ
NAKUP!**

140⁵⁵ Kč
WZ XX GP XXcc

ARTIKEL 01
ARTIKEL 02
MNOŽSTVO: 130 g

PRICE ENTRY

**BILLA
plus**

VÍCE ZA MÉNĚ

OD 2 KUSŮ CENA ZA 1 KUS
120⁵⁵ Kč **140⁵⁵** Kč
WZ XX GP XXcc

-10%

ARTIKEL 01
ARTIKEL 02
MNOŽSTVO: 130 g

**BILLA
Club**

VÍC NEŽ NAKUPOVÁNÍ

CENA S BILLA KARTOU CENA ZA 1 KUS
120⁵⁵ Kč **140⁵⁵** Kč
WZ XX GP XXcc

-10%

ARTIKEL 01
ARTIKEL 02
MNOŽSTVO: 130 g

**BILLA
CARD**

UŠETRITE EŠTE VIAC

CENA S BILLA KARTOU CENA ZA 1 KUS
120⁵⁵ Kč **140⁵⁵** Kč
WZ XX GP XXcc

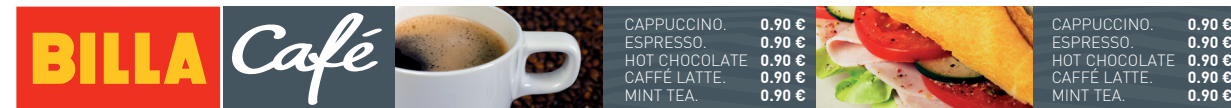
-10%

ARTIKEL 01
ARTIKEL 02
MNOŽSTVO: 130 g

SPECIAL DISPLAY BILLA CAFÉ SIGNAGE, MENU

BILLA

EXAMPLE:



DESCRIPTION:

Board communicating the BILLA Café Offer. It contains a combination of the BILLA logotype, a picture and grey background with white text. This sign changes when prices or the offer change.



FASTENING:

LOCATION:

IMAGES AND POSTERS

WALL IMAGE

BILLA

EXAMPLE:



DESCRIPTION:

WALL IMAGE:

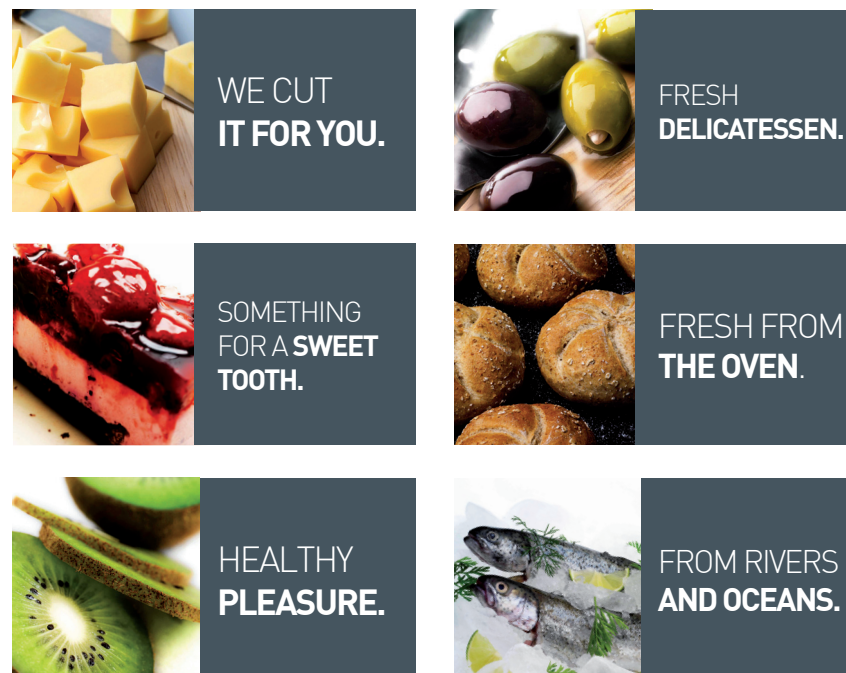
Always white text on a grey background and an image photograph is used.

MATERIAL SPECIFICATION:

FASTENING:



OTHER MOTIVES:



MARKING F/V WALL

BILLA

EXAMPLE:

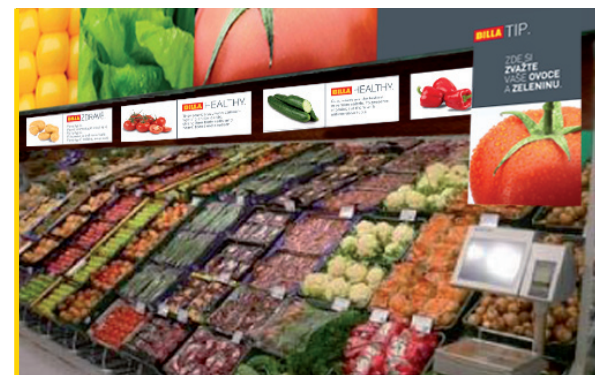
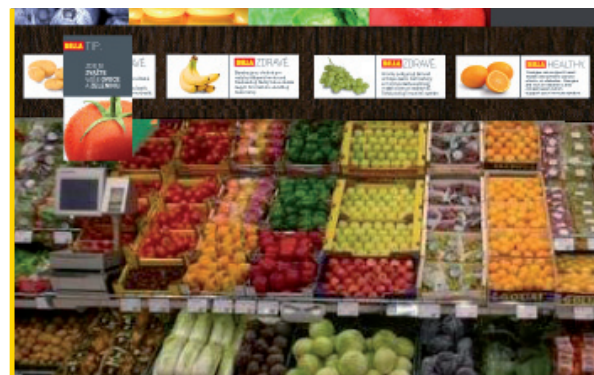


DESCRIPTION

TYPES OF FRUITS AND VEGETABLES:

Types of fruits and vegetables – always rendered by a product photograph on the left. On the right side an informative text about the product is displayed (e.g. vitamins beneficial effects etc.). It is advisable to change these signs according to the season. It is also advised to place fruit motives above fruit department together and vegetable motives above vegetable department together. Do not mix fruit and vegetable motives if not necessary.

MATERIAL SPECIFICATION:



MARKING F/V WALL

BILLA

EXAMPLE:

	<p>BILLA HEALTHY.</p> <p>It easily defeats flu or head colds. Onion infusion and sirup made from sugar and onions have medicinal properties.</p>		<p>BILLA HEALTHY.</p> <p>It's high content of Vitamin C is not lost in cooking. It supplies body with immunity-strengthening antioxidants. Fiber regulates lazy digestion.</p>		<p>BILLA HEALTHY.</p> <p>It supplies you with a large dose of Vitamin C. It attenuates bleeding. Lemon is a strong natural cleaning agent – it removes any kind of fruit juice stains.</p>		<p>BILLA HEALTHY.</p> <p>Eat it fresh and it will enhance your health. It is mostly valued for a high content of potassium, calcium and magnesium.</p>
	<p>BILLA HEALTHY.</p> <p>It is rich in Vitamin A. It regenerates the eye sight, heals night blindness. It helps children to grow and makes their mothers more beautiful.</p>		<p>BILLA HEALTHY.</p> <p>They provide you with cancer-fighting antioxidants, strengthen body cells and heart, boost metabolism.</p>		<p>BILLA HEALTHY.</p> <p>Pears have a high content of Vitamin B especially under the skin. They are also source of calcium and phosphorus. They will help you with weight reduction, urinary stones and a high blood pressure.</p>		<p>BILLA HEALTHY.</p> <p>Plums are medicinal fruits. They improve digestion and metabolism. They are important for blood cells formation, improve the blood pressure, positively impact memory and detoxify effectively.</p>
	<p>BILLA HEALTHY.</p> <p>Type A. very firm, very slightly floury. Type B. semi-firm, slightly floury. Type C. Soft, floury.</p>		<p>BILLA HEALTHY.</p> <p>Bananas are good for weight reduction. They contain no fat and are very filling. They also have a nerve-calming effect.</p>		<p>BILLA HEALTHY.</p> <p>Grapes are good for heart and muscles; they cleanse kidneys and the urinary tract and activate the metabolism of sugars. They also strengthen the immune system.</p>		<p>BILLA HEALTHY.</p> <p>Bell peppers provide more than three times the recommended daily value of Vitamin C. They protect gums and teeth, activate digestion, affect the peristalsis and protect the circulatory system.</p>
	<p>BILLA HEALTHY.</p> <p>Cucumbers are the tastiest in various salads. To preserve vitamins cut them with anticorrosive tools.</p>		<p>BILLA HEALTHY.</p> <p>They will provide you with Vitamin C and many other vitamins and minerals. They disinfect the mouth and help by the treatment of gout or chronic rheumatism.</p>		<p>BILLA HEALTHY.</p> <p>The vestures of organics production cultivated on fields or plantations without chemical substances or pesticides.</p>		<p>BILLA HEALTHY.</p> <p>Oranges can support heart health and prevent cancer, stroke, or diabetes. Oranges are rich in Vitamin C and contain selen which support your immune system.</p>

BUS STOPS

overview of article groups

BILLA

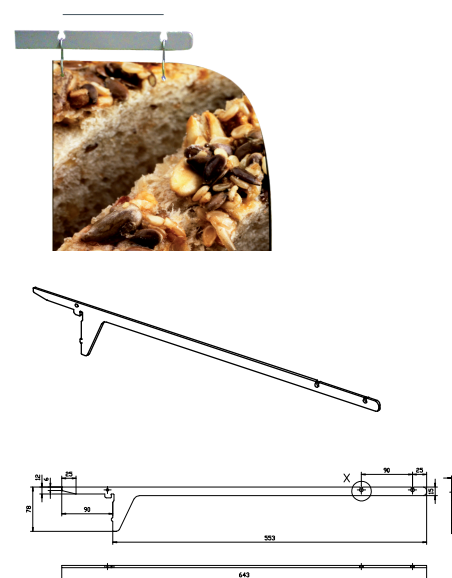
EXAMPLE:



DESCRIPTION

BUS STOPS:

Part of navigation system. For quicker orientation for the customer. Combination of macro photo and yellow text on a grey background.



BUS STOPS

overview article groups

BILLA

EXAMPLE:



SHELF STRIPES

BILLA

EXAMPLE:

MEAT.



MEAT.



FISH.



WINE.



OUR ORGANICS.



ORGANIC.



CHEF MENU.



GENERAL.



BAKERY.



FRUITS AND VEGETABLES.



BEVERAGES.



COSMETICS.



SALE.



CLEVER SHOPPING.



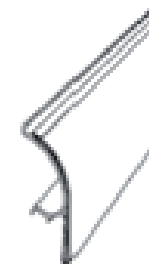
DESCRIPTION:

SHELF STRIPES:

All shelf stripes contain a graphic pattern or some other motive. The general pattern – dark and light-grey is contained in all stripes with the exception of the bellow specified color combinations.



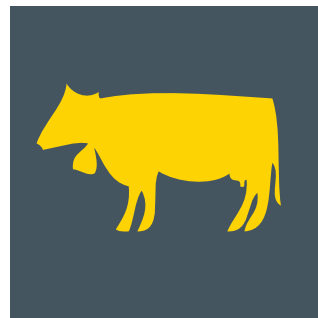
FASTENING:



MEAT STOPPERS

BILLA

EXAMPLE:



PRICE-TAG STOPPER

BILLA

EXAMPLE:



PROMOTION!



BIO PRIVATE LABEL!
(ONLY SK/CZ)



BILLA PLUS!



PRICE ENTRY!



BILLA CLUB!



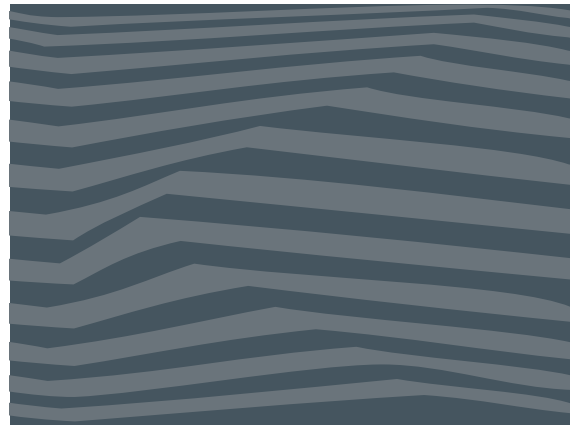
BILLA CARD!



PATTERN

BILLA

EXAMPLE:



DESCRIPTION:

PATTERN:

In addition to overhead motives and shelf listels, the grey pattern can also be used (if needed) to cover empty spots where texts or photographs can not be used.

MILKY PATTERN:

FASTENING:

LOCATION:

PATTERN:

E.g. trolley parking, message board, shipping bags lockers, columns, etc.

MILKY PATTERN:

On glassed areas in both the interior and exterior.



DECORATION – STRIPE CURTAIN

BILLA



Special decorative draperie to separate the shopping part of the store from the stock.

On the curtain preferably the image of an apple is used. In case the stripe curtain is located next to the delikatessen-department the image of the olives shall be used.



ECO STICKERS

BILLA

EXAMPLE:

A: CLOSED REFRIGERATORS KEEP OUR PRODUCTS FRESH,
SAVE ENERGY AND PROTECT THE ENVIRONMENT.
NATURE FRIENDLY

B: CLOSED REFRIGERATORS SAVE ENERGY
AND PROTECT THE ENVIRONMENT.
NATURE FRIENDLY



NATURE-FRIENDLY

WE USE CLOSED REFRIGERATORS TO SAVE ENERGY.

DESCRIPTION:

Eco stickers present a healthy life-style. They are placed directly on refrigerator's glass doors in an approx. 30 degrees angle.

B: general

A: use only in department of fresh meat!



FASTENING:

Placed directly on refrigerator's glass doors.

LOCATION:

In departments with refrigerators.

CASH DESK, GUARANTEES AND OTHER MATERIALS

CASH DESK



EXAMPLE:

DESCRIPTION:
MATERIAL SPECIFICATION:



CASH DESK
THANK YOU FOR YOUR SHOPPING.

FASTENING:

LOCATION:
Over the Cash Desk Zone.



CASH DESK LABEL

BILLA

EXAMPLE:



EXPRESS CASH DESK.

DESCRIPTION:

CASH DESK LABEL:



LOCATION:

The cash desk zone.

GUARANTEE POSTER

BILLA

EXAMPLE:

1.  **BILLA** GUARANTEE.

BILLA GUARANTEE.
EVERYTHING FROM THE LEAFLET IS ALWAYS IN THE STORE.

ALL PRODUCTS ADVERTISED IN OUR LEAFLET ARE ALWAYS AVAILABLE. IF THEY ARE NOT, WE WILL OFFER YOU A COMPARABLE PRODUCT* AT A LEAFLET PRICE.

* COMPARABLE IN TERM OF QUALITY, SIZE (WEIGHT, VOLUME), DOES NOT APPLY TO NON-FOOD, I.E. ELECTRIC DEVICES.

2.  **BILLA** GUARANTEE.

BILLA GUARANTEE.
SATISFACTION OR REPLACEMENT

IF YOU'RE NOT FULLY SATISFIED WITH OUR PRODUCT'S QUALITY WE WILL REPLACE IT WITH NO QUESTIONS ASKED.

3.  **BILLA** GUARANTEE.

BILLA GUARANTEE.
DON'T STAND IN LINE

RING THE BELL IF THERE ARE MORE THAN FIVE PEOPLE STANDING AT ONE CASH DESK AND WE WILL OPEN ANOTHER ONE FOR YOU. IF WE DON'T, YOU'LL GET A FREE BILLA BAG.

4.  **BILLA** GUARANTEE.

BILLA GUARANTEE.
FRESH OR FREE OF CHARGE.

IF YOU FIND A PRODUCT PAST ITS EXPIRATION DATE YOU WILL GET A ONE PIECE OF A FRESH ONE OF THE SAME KIND FREE OF CHARGE.

GUARANTEE POSTER

BILLA

EXAMPLE:

<p>BILLA GUARANTEE.</p>  <p>BILLA GUARANTEE. FRESH OR FREE OF CHARGE</p> <p>IF YOU FIND A PRODUCT PAST ITS EXPIRATION DATE YOU WILL GET A ONE PIECE OF A FRESH ONE OF THE SAME KIND FREE OF CHARGE.</p>	<p>BILLA GUARANTEE.</p>  <p>BILLA GUARANTEE. DON'T STAND IN LINE</p> <p>RING THE BELL IF THERE ARE MORE THAN FIVE PEOPLE STANDING AT ONE CASH DESK AND WE WILL OPEN ANOTHER ONE FOR YOU. IF WE DON'T, YOU'LL GET A FREE BILLA BAG.</p>
<p>BILLA GUARANTEE.</p>  <p>BILLA GUARANTEE. SATISFACTION OR REPLACEMENT</p> <p>IF YOU'RE NOT FULLY SATISFIED WITH OUR PRODUCT'S QUALITY WE WILL REPLACE IT WITH NO QUESTIONS ASKED.</p>	<p>BILLA GUARANTEE.</p>  <p>BILLA GUARANTEE. EVERYTHING FROM THE LEAFLET IS ALWAYS IN THE STORE.</p> <p>ALL PRODUCTS ADVERTISED IN OUR LEAFLET ARE ALWAYS AVAILABLE. IF THEY ARE NOT, WE WILL OFFER YOU A COMPARABLE PRODUCT* AT A LEAFLET PRICE.</p> <p><small>*COMPARABLE IN TERM OF QUALITY, SIZE, WEIGHT, VOLUME DOES NOT APPLY TO SOME FOODS, E.G. BAKED GOODS.</small></p>

FORMAT A1.

DESCRIPTION:

GUARANTEES:

Poster featuring all four guarantees. These posters can be also used on the inside or outside facade of the Billa store.



FASTENING:



LOCATION:

Info stand at the store entrance or outside and inside the store.

OPENING HOURS

BILLA

EXAMPLE:

BILLA OPENING HOURS

MONDAY – FRIDAY	7:00 – 21:00
SATURDAY	8:00 – 20:00
SUNDAY	8:00 – 20:00

MAIN OFFICE: BILLA, SPOL. S R.O., MODLETICE 67
251 01 ŘÍČANY U PRAHY IČ: 00685976, DIČ: CZ00685976
POBOČKA Č. 832, KARLOVO NÁMĚSTÍ 10/2097
120 00 PRAHA

BRANCH MANAGER: JIRÁČEK PETR

WE ACCEPT CREDIT CARDS:

EUROCARD
Mastercard
Maestro
VISA
VISA Electron

WE ACCEPT MEAL VOUCHERS, GIFT VOUCHERS AND CHECKS:

Společná Pivo
chèque déjeuner
dárekový kupon
Ticket Restaurant

DESCRIPTION:

ENTRANCE DOOR LABELS:

A sticker indicating the opening hours, the branch manager and acceptance of credit cards and meal vouchers.



FASTENING:

LOCATION:

The entrance door.

DOOR LABELS

BILLA

EXAMPLE:

WELCOME TO **BILLA!**

WE WISH YOU PLEASANT **BILLA** SHOPPING!

THANK YOU FOR YOUR **BILLA** SHOPPING!

DESCRIPTION:

ENTRANCE DOOR LABELS:

Sticker with welcome and thank-you messages at the entrance and exit.



FASTENING:

LOCATION:

Glass doors.

FONT COLOR.

SHOPPING TROLLEYS

BILLA

EXAMPLE:



B: FLAG FOR THE CHILDREN'S TROLLEY (TANGOLINO)



C: HANDLE FOR THE CHILDREN'S TROLLEY (TANGOLINO)



DESCRIPTION:

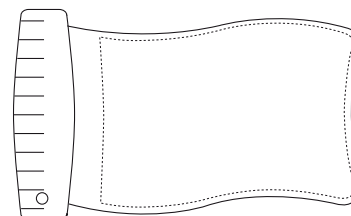
This graphic design is always a combination of a picture and grey background with white text. Texts are always identical with texts on banner sheets (fresh, crunchy, high quality...)

Children's trolleys contain the combination of the Billa logo with a children's motive.

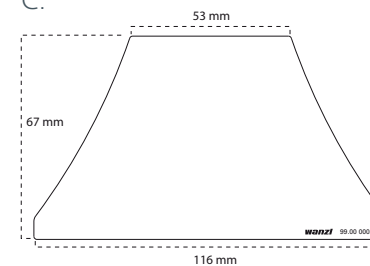


FASTENING:

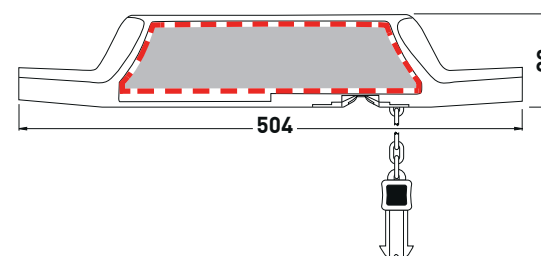
B:



C:



A:

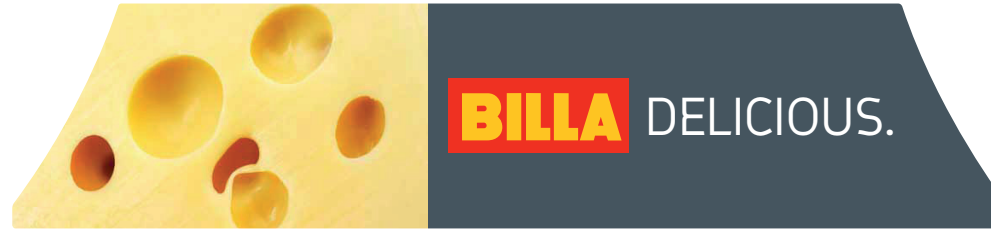


LOCATION:

SHOPPING TROLLEYS

BILLA

EXAMPLE:



FACADES AND PARKING

FACADES

BILLA

EXAMPLE:



PARKING PLACE ENTRANCE SIGN

BILLA

EXAMPLE:



DESCRIPTION:

On the right or the left side of the main parking lot entrance.

FASTENING:

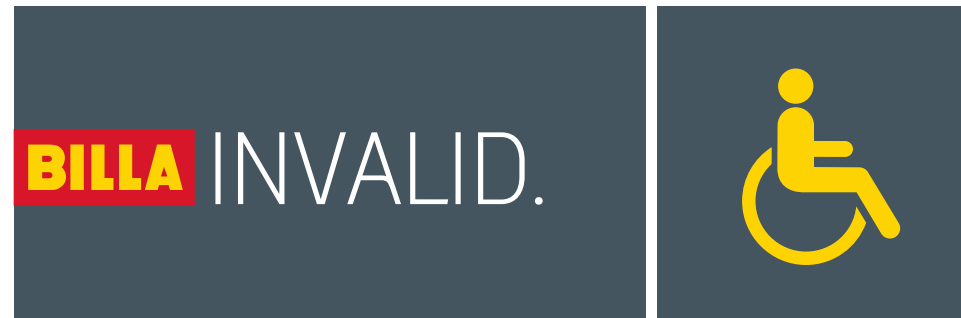
LOCATION:



SPECIAL PARKING

BILLA

EXAMPLE:



DESCRIPTION:

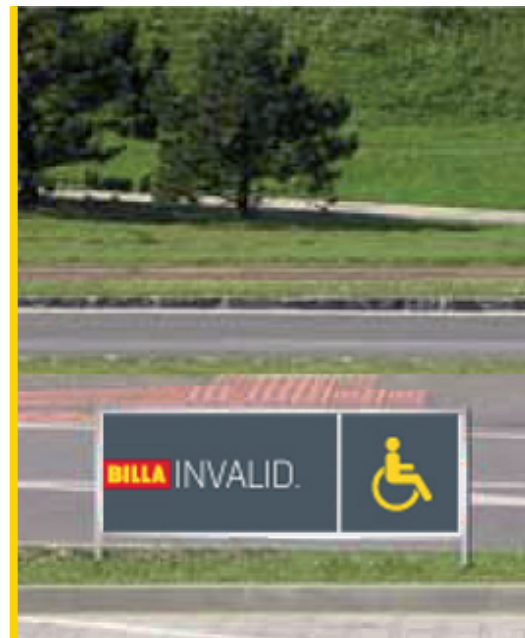
Board marking the handicapped parking.

FASTENING:

In a frame.

LOCATION:

Directly at the parking lots.



STREET NAVIGATION SIGN

BILLA

EXAMPLE:

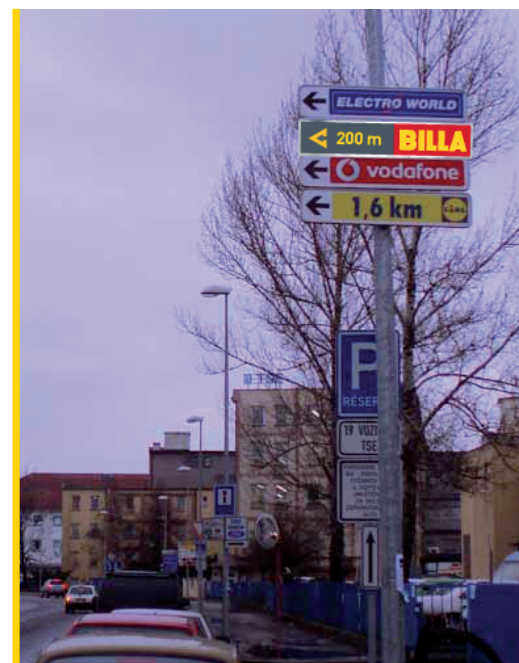


DESCRIPTION:

Exterior direction boards showing the direction of the nearest Billa store.

FASTENING:

LOCATION:



FLAGS ON PARKING LOTS

BILLA

EXAMPLE:



DESCRIPTION:

FLAGS IN PARKING LOTS:

Combination of the BILLA logotype and text on a patterned background.



FASTENING:

In front of the store on a flagstaff fastened with metal clamps.

LOCATION:

On flagstaffs in front of the store.

TROLLEY PARKING

BILLA

EXAMPLE:



DESCRIPTION:

Sign indicating trolley parking.



FASTENING:



LOCATION:

Directly above the trolley parking.