

# ANUGA 2019

Brief for Stand Constructor

17<sup>th</sup> August 2019



Jafferjee  
Brothers

# Introduction

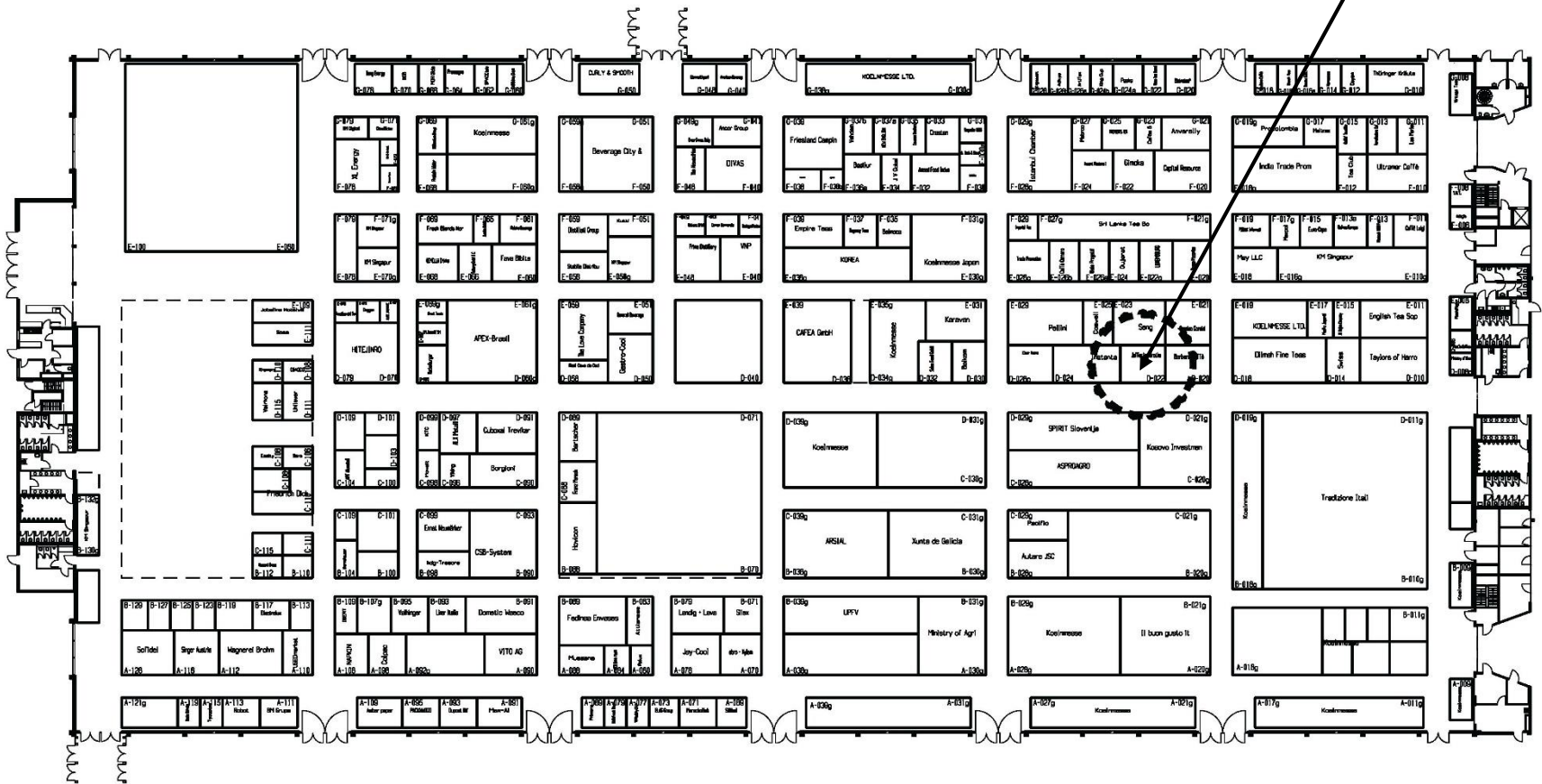
- Jafferjee Brothers (JB) is a company based in Sri Lanka that exports Pure Ceylon Tea to more than 40 countries across the globe.
- JB markets two brands:
  - JAF TEA
  - Te Reval
- JB has reserved an 6 x 5 Meter stall at ANUGA 2019.
- JB seeks a quotation to build a stand according to the visuals and specifications shown in the following pages.

# Stand Dimensions

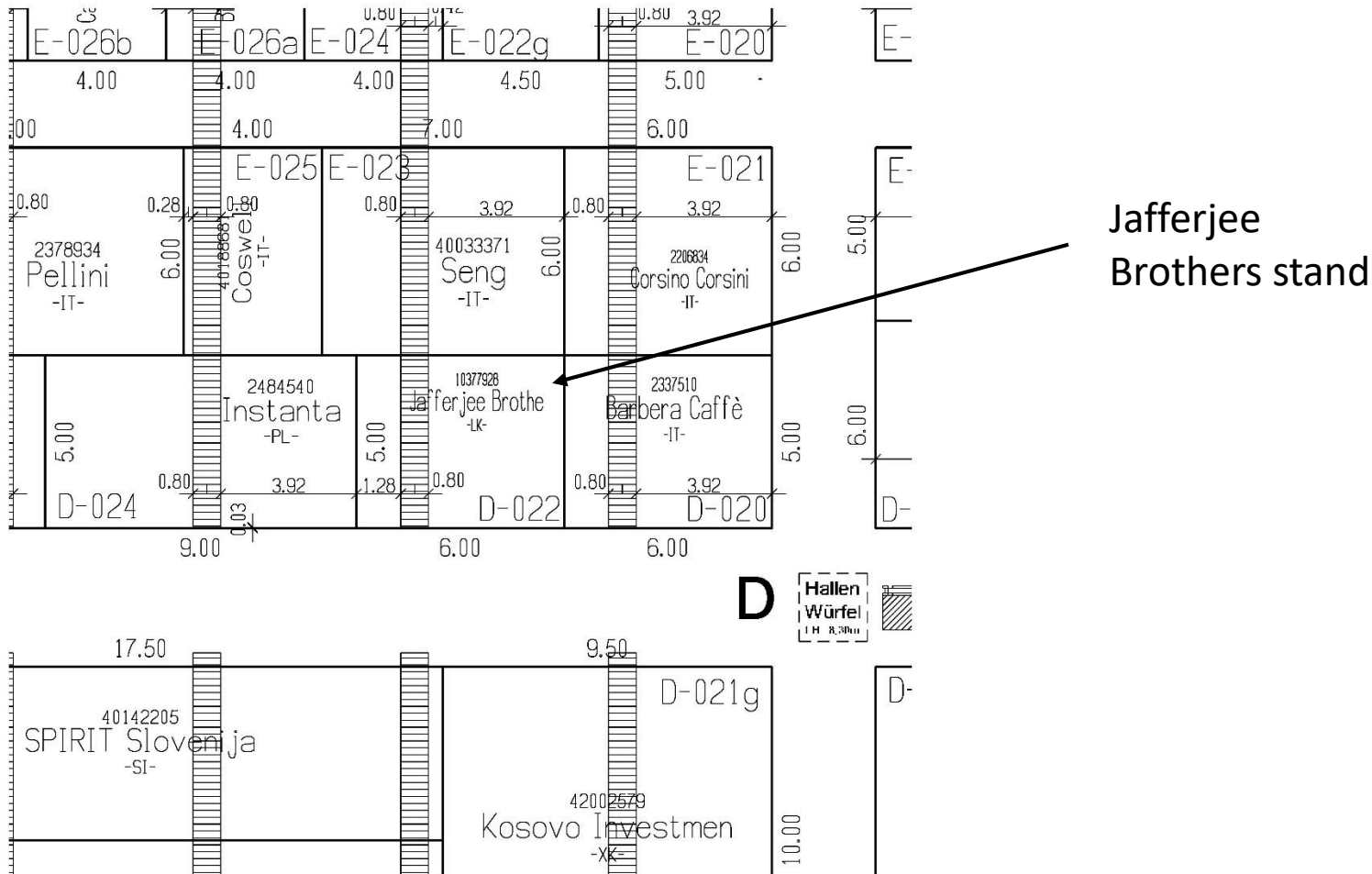
- Stand Location: Hall 7.1 Aisle D No: 022
- Type: Terrace Space
- Dimensions:
  - Front: 6 meters
  - Depth: 5 meters
- Area: 30 m<sup>2</sup>
- Back & side wall height: 4 meters
- Sides open: 1 (walls on 3 sides)

# Stand Location – wide view

Jafferjee Brothers stand



# Stand Location – close up view



# Stand Visuals – front view

65" LED Tv – we should be able to connect a USB pen drive to run our movies

Storage room will be placed here 1.5 m x 1.5 m – no ceiling required

Gold pattern

JB JAFFERJEE BROTHERS

3D logo

4 Light boxes

LED lighting to illuminate items on shelf

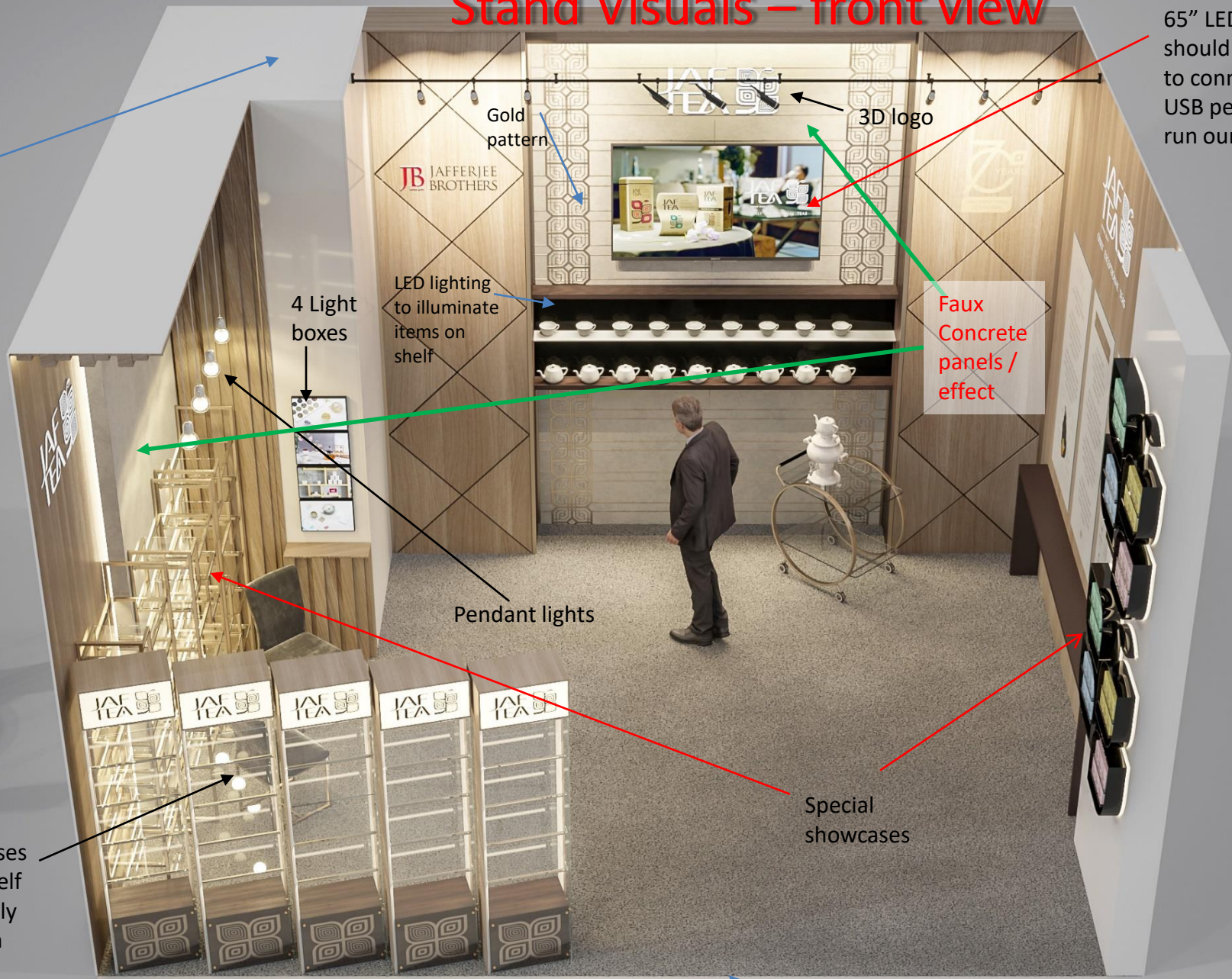
Faux Concrete panels / effect

Pendant lights

Special showcases

5 showcases – each shelf individually lit with an LED light

Stand floor should be elevated by 5 cm from the floor



# Stand Visuals – left side view



Cove lighting

JAF  
TEA

3D logo

Faux  
concrete  
panel or  
effect

Shelving produced using GI  
box bars with gold paint  
and glass shelves

LED light  
strip  
behind  
shelving

Spot lights

Pendant  
light

Storage  
room

shelf

# Stand Visuals – right side view



**JAF TEA**  
SINCE 1944  
ONLY EXCEPTIONAL TEAS

3D logo

3 billboards

**REGIONS OF CEYLON TEA**

In Ceylon there are seven distinct and celebrated tea regions. Each has its own terrain... the unique interplay of soil type, climate and elevation that shapes flavour, strength and appearance. Ceylon teas are still hand plucked to ensure the highest quality and orthodox preparation.

**OUR STORY OF EXCEPTIONAL TEAS**

For over 70 years we have crafted some of the world's finest tea blends, building our reputation for superb quality and exceptional taste. We use only single origin teas from regions where the unique local conditions of climate, soil and expertise combine to create truly distinctive teas. To preserve the freshness and flavour of our hand-blended teas we insist on packing them within days of harvesting in Sri Lanka. This helps us to support local communities and deliver our tea in its purest form for customers around the world to enjoy.

**THE 6 STEP PROCESS OF CEYLON TEA PRODUCTION**

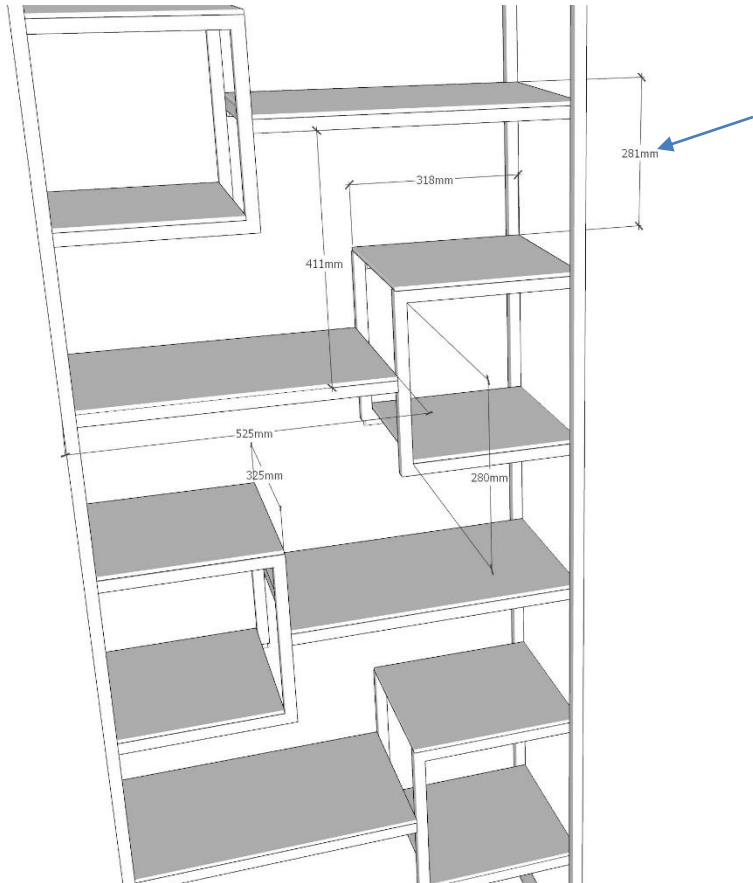
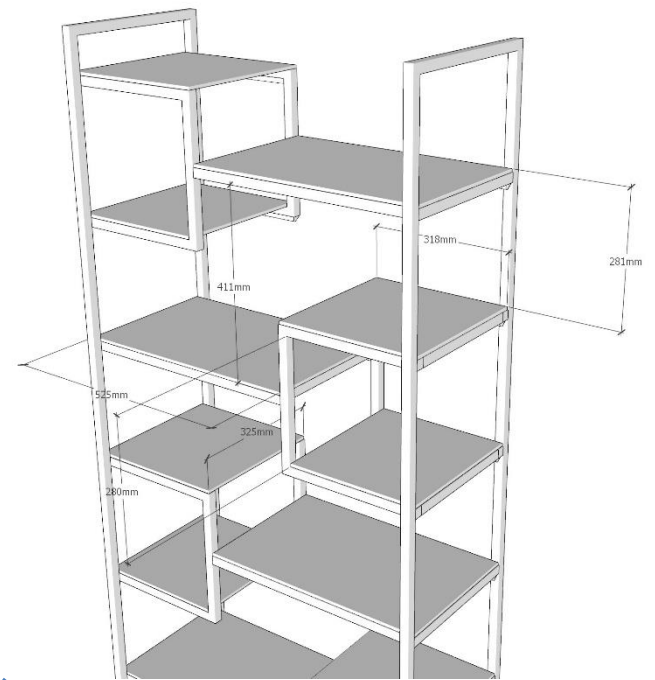
1. The tea plant grows in the sun-drenched, well-drained, and fertile... the standard that only Ceylon tea producers can live by.
2. The plucked tea leaves are the green leaf... the standard that only Ceylon tea producers can live by.
3. The plucked tea leaves are... the standard that only Ceylon tea producers can live by.
4. The plucked tea leaves are... the standard that only Ceylon tea producers can live by.
5. The plucked tea leaves are... the standard that only Ceylon tea producers can live by.
6. The plucked tea leaves are... the standard that only Ceylon tea producers can live by.

Special shelves made from wood with glass shelf to place metal tins

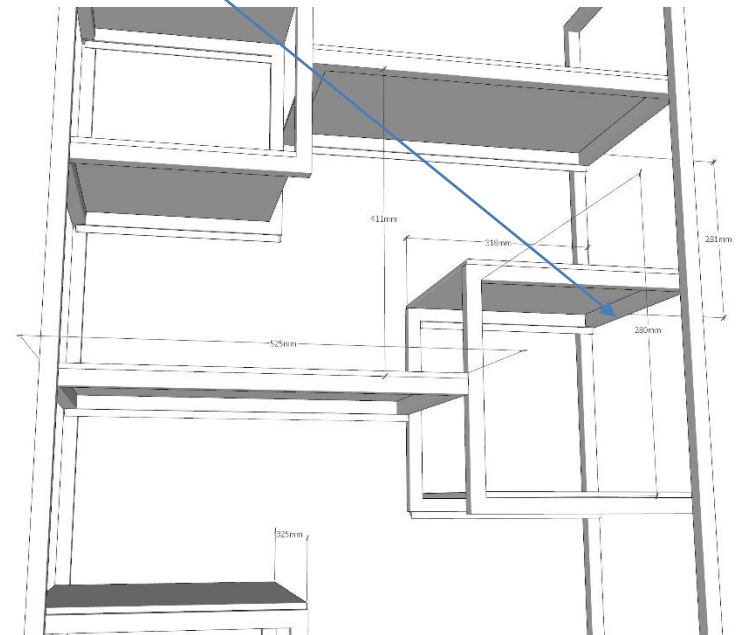




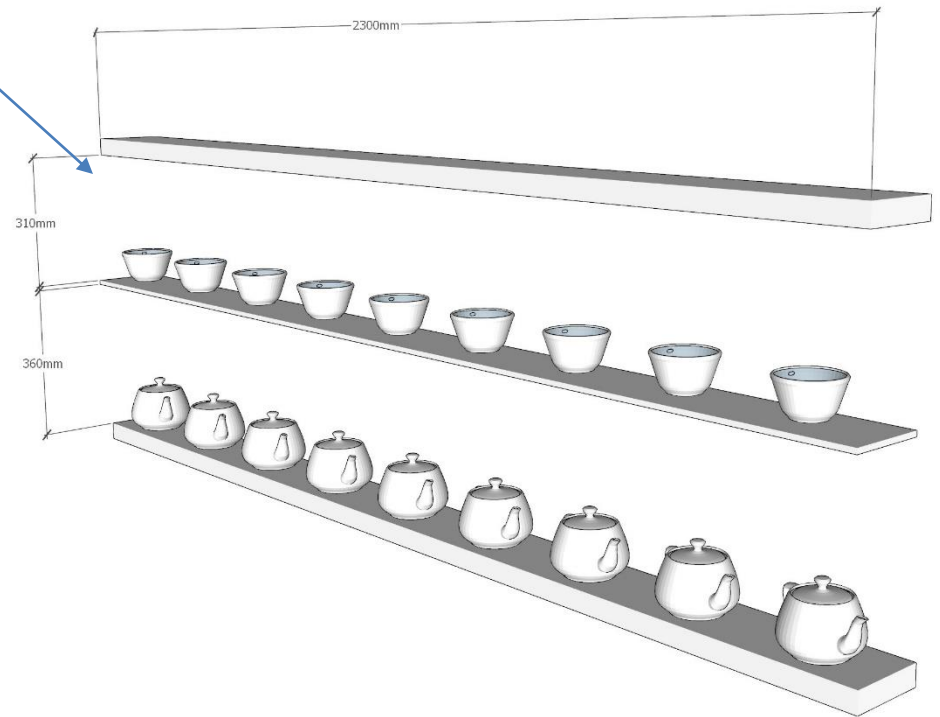
**DIMENSIONS OF THE LEFT SIDE WALL SHELVING**



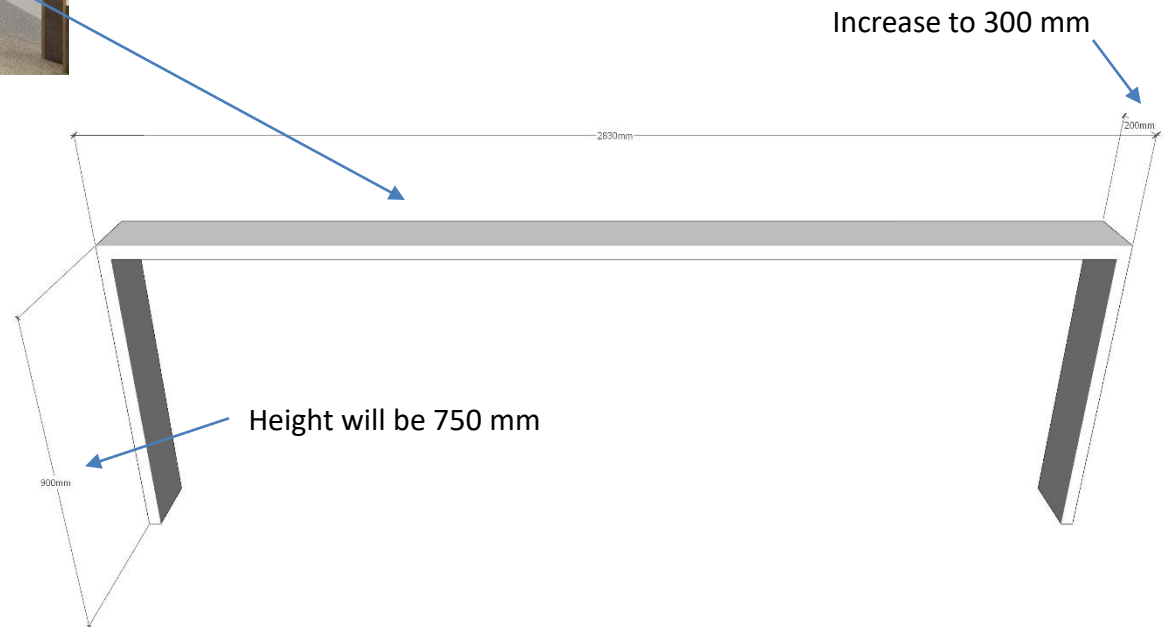
This will be increased to 300 mm



DIMENSIONS OF  
THE BACK-WALL  
SHELVING



# DIMENSIONS OF THE RIGHT-SIDE TABLE



**DIMENSIONS OF THE  
RIGHT-SIDE SPECIAL TEA  
BUSH SHAPED DISPLAY**

LED Lighting behind



Pantone 377c

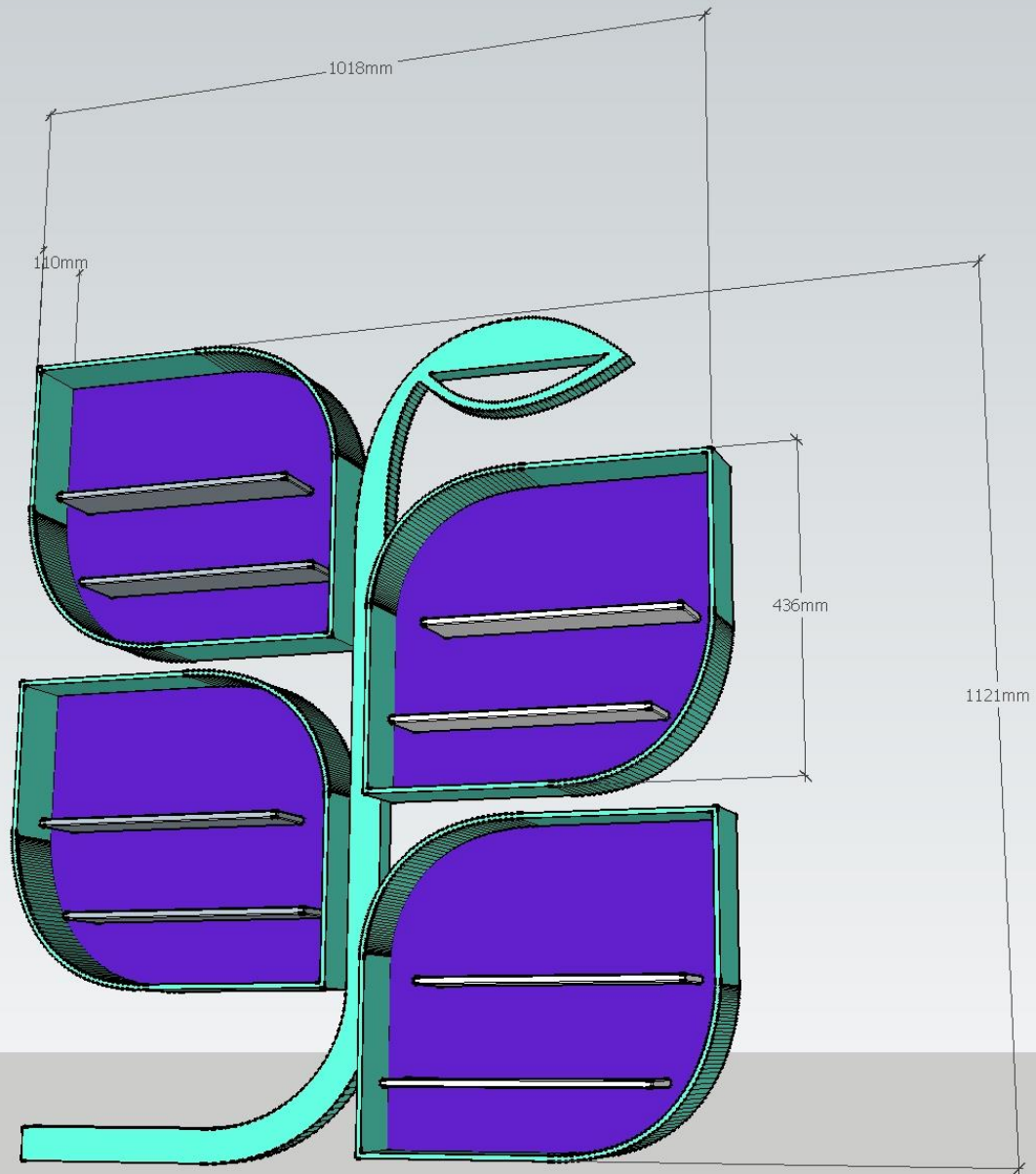
Pantone 1665c

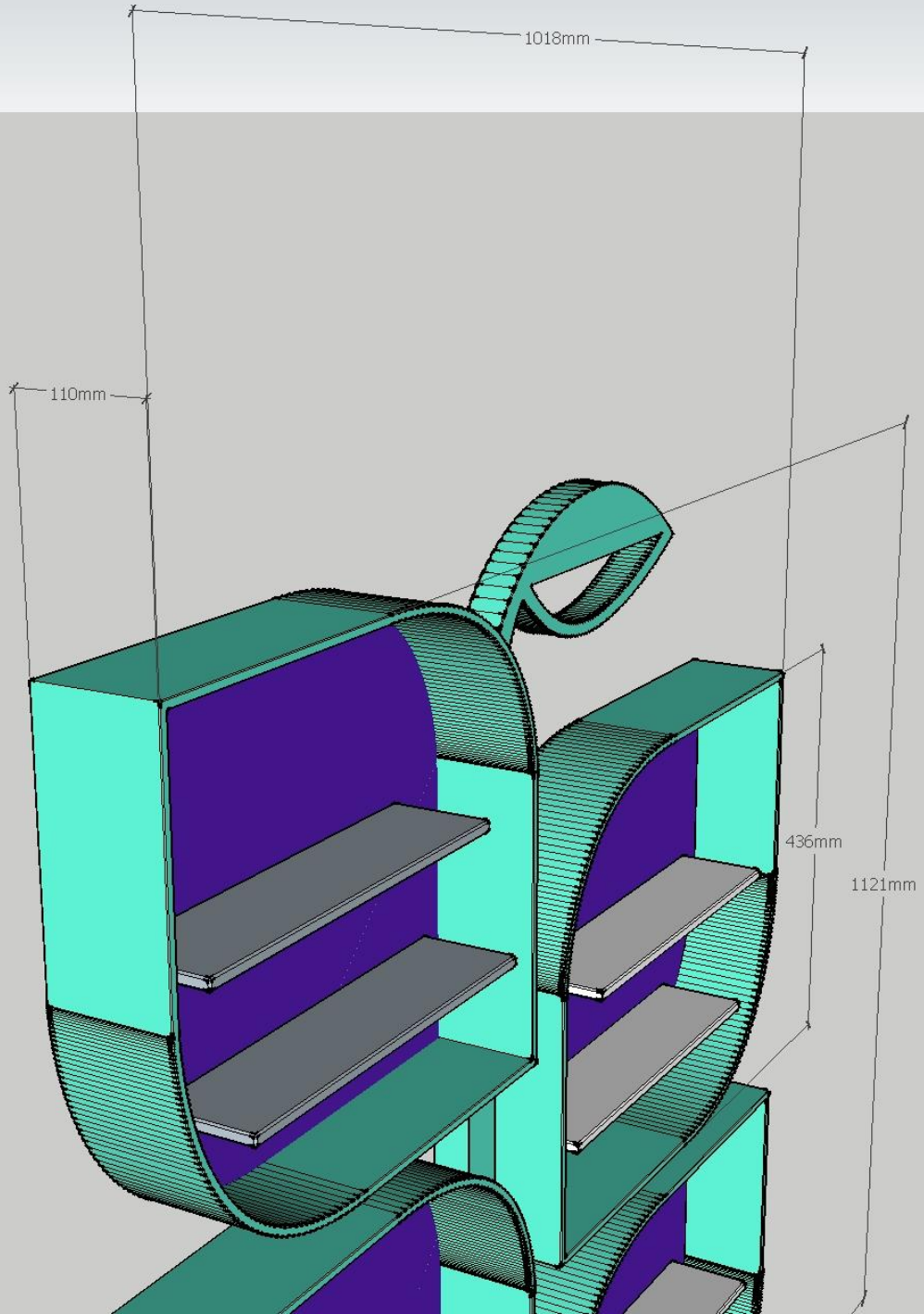
Pantone 5483c

Pantone  
Rubine Red

Same colours for  
the tea bush  
showcase – up  
and down

The actual  
dimensions given in  
the next two pages.





# Display Showcases

- We require 5 showcases
- These showcases can be as per our visual
- On the top of the showcase there will be light box to display the brand name.
- Each shelf should be illuminated by an LED light as shown in the next few pages

Light box to show brand name

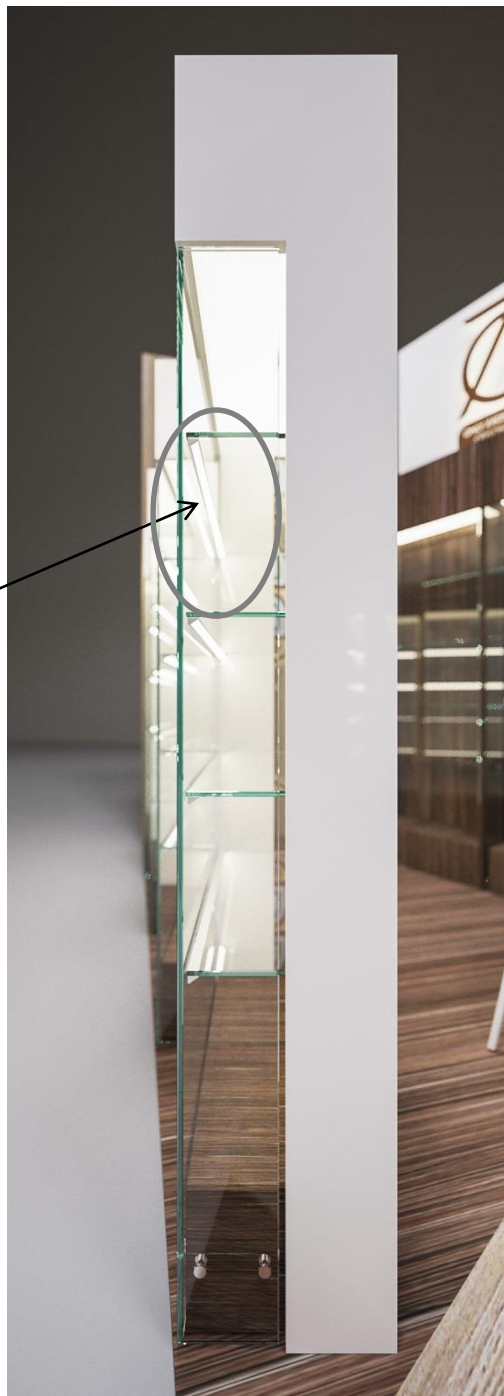


# Display Showcases

This picture is from a previous exhibition, but it shows the correct showcase



# Display Showcases



Thin LED lighting

This picture is from a previous exhibition, but it shows the correct showcase



Example of LED Light casing for display shelves



# Display Showcases

**Overhead views**

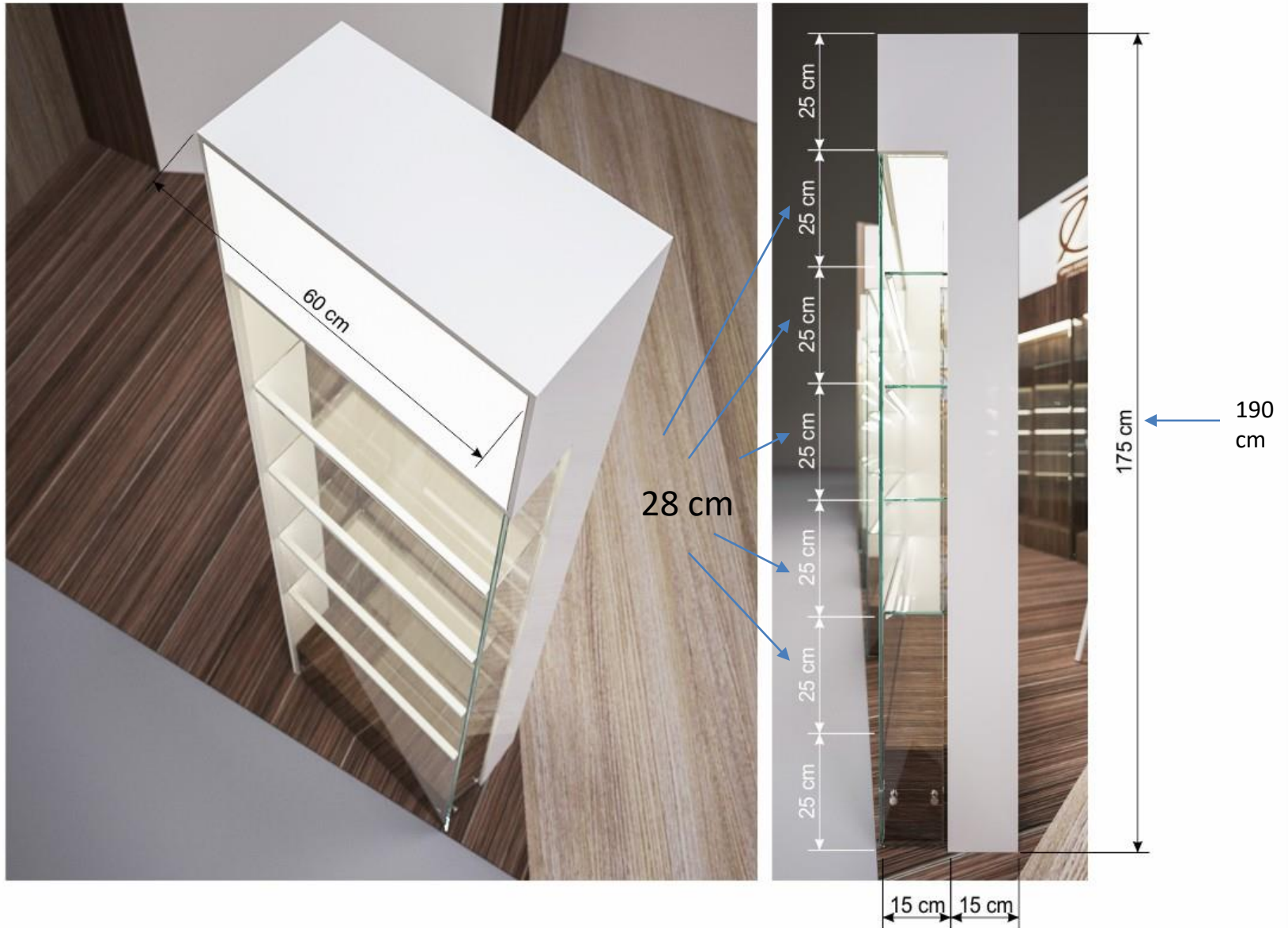


**Light box on display**



This picture is from a previous exhibition, but it shows the correct showcase

# Display Showcase Dimensions



# TABLES & CHAIRS

- We need 8 chairs and 2 tables for discussion purposes. The design of the table & chairs should be as shown but the idea is for it to be art deco in style
- We also need two trolleys are shown below for place our tea samovar and samples



# Electrical Outlets



3 plug points / sockets

Two plug points / sockets

Two plug points / socket for kettle

# Quotations

- Please quote for all stand building costs as per ANUGA regulations.
- Please include electric wiring and lighting costs for light boxes and display cabinets
- Please quote cost for showcases separately
- Please include 2 tables and 6 chairs as shown in previous page – show cost separately
- Please also quote for LED TV 65” or 55” separately