



We Build Things That Work.



POINT OF SALE CAMPAIGNS

THE MISSING LINK FROM VISION TO PRODUCTION

**Technical visualization & documentation for
brands that care about premium execution.**

POS CAMPAIGNS: WHEN SUPPLIERS CAN'T QUOTE WITH CONFIDENCE

Why is your POS campaign underperforming?

The perfect suppliers are often ruled out early – not because of price, but because the pitch materials are unclear, vague or don't meet production norms (e.g. for low-cost manufacturing in China).

The consequences:



Valuable Time-To-Rollout is lost due to endless back-and-forth and missing technical clarity



Poor expectation management: premium quality for luxury brands is often over- or underestimated



Low-cost suppliers won't even submit a quote if your data doesn't meet their standards



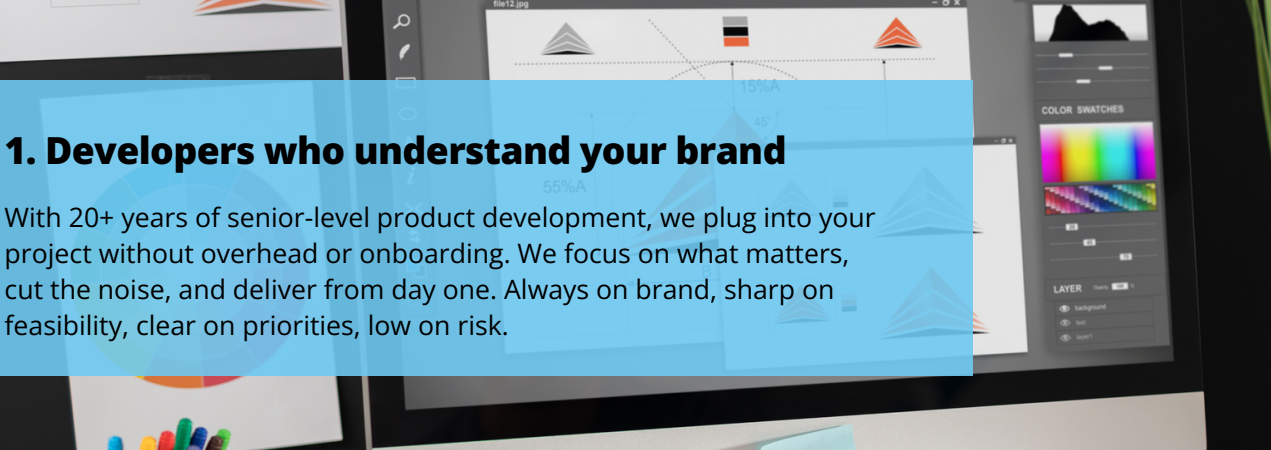
The supplier ends up owning the process – because you rely on them for documentation

Sound familiar? Then you're facing the same challenges as many of our clients.

THE SOLUTION

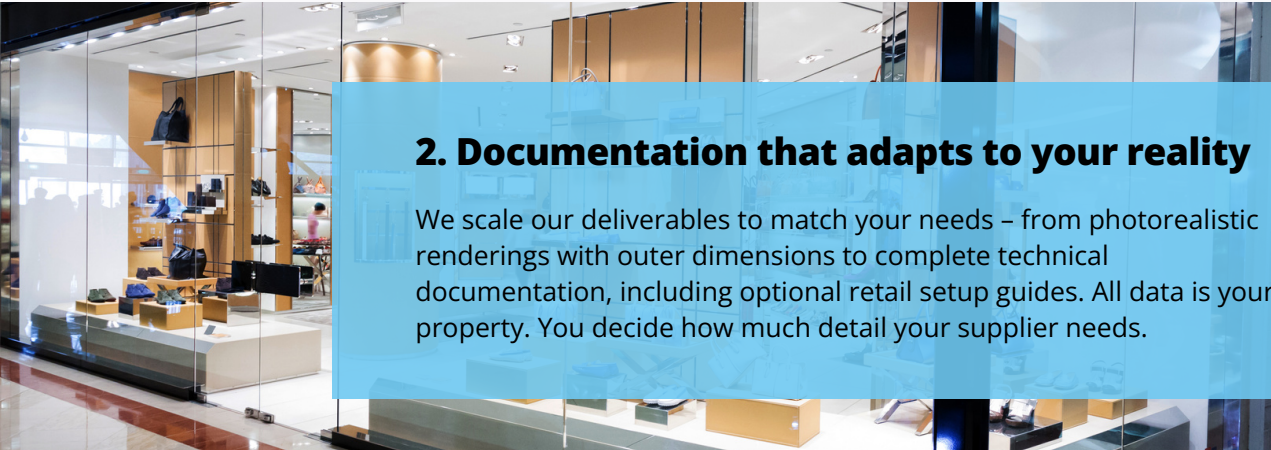
Docs that speak factory. Crafted by independent designers.

We deliver quotation-ready documentation – clear, detailed, and tailored to your needs. As independent industrial designers, we turn brand aesthetics into supplier-proof specs. From basic outlines to screw-level BOMs. Always aligned with your goals.



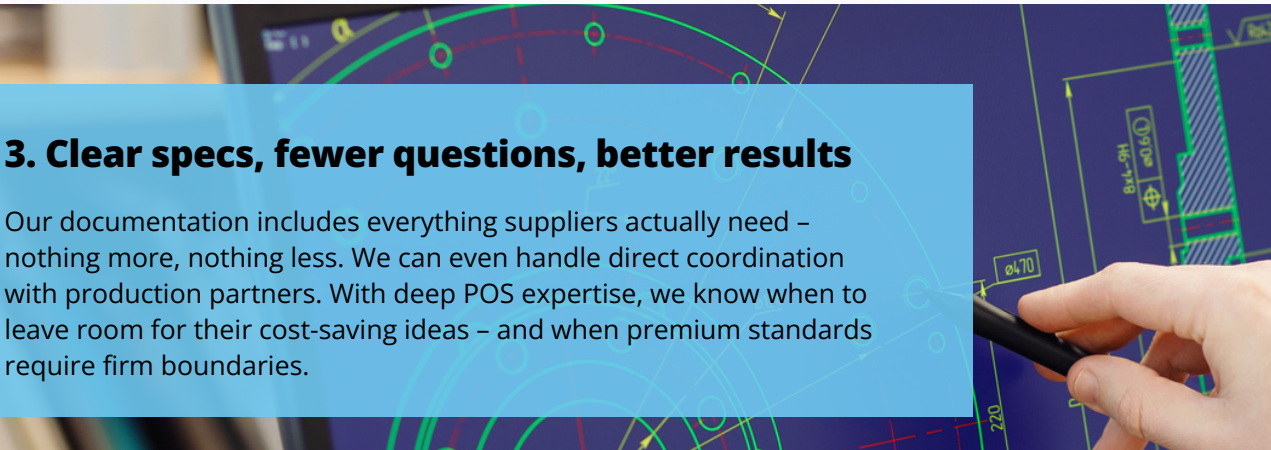
1. Developers who understand your brand

With 20+ years of senior-level product development, we plug into your project without overhead or onboarding. We focus on what matters, cut the noise, and deliver from day one. Always on brand, sharp on feasibility, clear on priorities, low on risk.



2. Documentation that adapts to your reality

We scale our deliverables to match your needs – from photorealistic renderings with outer dimensions to complete technical documentation, including optional retail setup guides. All data is your property. You decide how much detail your supplier needs.



3. Clear specs, fewer questions, better results

Our documentation includes everything suppliers actually need – nothing more, nothing less. We can even handle direct coordination with production partners. With deep POS expertise, we know when to leave room for their cost-saving ideas – and when premium standards require firm boundaries.

CASE STUDY

From sketch to CAD – ready for global production.

Even from a vague idea, we create supplier-ready data. We make sure what ends up on site looks exactly like the creative rendering. From concept to execution, we bridge the gap between design vision and production reality.



Approach:

We build from sketches, run detailed 3D checks for alignment, define all relevant materials, finishes, and colors, and create technical documents – with minimal feedback loops and maximum clarity.



Result:

Within a very short timeframe – as common in the POS world – all data is prepared and the entire campaign is ready for a perfectly comparable request to suppliers worldwide to get the best quotations.





PROTOSOLID was founded by Axel Fett and Florian Kehbel.

We operate from Berlin and Stuttgart, working hybrid with clients across Europe.

Our mission: remove friction from product development by delivering clear, supplier-ready CAD data.

All projects are secured by strict NDAs.

We are working with:



Recognized for design. Chosen for results.



reddot winner 2024
best of the best



CONTACT

Let's Make Your Next Campaign Production-Ready

- Quick call – understand your needs, no strings attached
- Pinpoint the bottlenecks – where is your campaign stuck?
- Start with a pilot – small scope, high impact

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