



CRAFTSMEN INDUSTRIES, INC.

Ideation to Creation. *FAST.*

EXPERIENTIAL MARKETING

WE ARE CRAFTSMEN



Since 1982, Craftsmen Industries has been the industry leader in the design, engineering, and fabrication of Experiential, Industrial, and Graphics solutions.

Craftsmen is the industry leader in our focused verticals:

- **EXPERIENTIAL MARKETING**
- **INDUSTRIAL FABRICATION**
- **MILITARY - AEROSPACE - DEFENSE**
- **MOBILE MEDICAL**
- **MOBILE & CONTAINERIZED KITCHENS**
- **ARCHITECTURAL & ENVIRONMENTAL GRAPHICS**
- **LARGE FORMAT GRAPHICS**

QUALITY

Craftsmen Industries is ISO 9001:2015 and AS9100D Certified for Quality Management. In addition to an organized work structure, we utilize quality equipment and materials to endure extended periods of use with reliability and ease. We follow design and fabrication processes that have been perfected over 40+ years to ensure quality products. Every unit produced by Craftsmen is thoroughly inspected throughout the fabrication process and must pass all criteria on our final inspection checklist as well as functionality tests before being released to our customers.



Our Craftsmen and Craftswomen are collectively focused on delivering quality, efficiency, innovation, and a superior client experience.

Ideation to Creation. FAST!

That's the **CRAFTSMEN DIFFERENCE!**

**YOU DREAM IT.
WE BUILD IT.**

215+ TEAM MEMBERS
3 FACILITIES
200,000 SQ FT
42+ YEARS

IDEATION TO CREATION. *FAST.*

Craftsmen Industries' strength is built upon our vertical integration of the entire creative, design, and fabrication process.

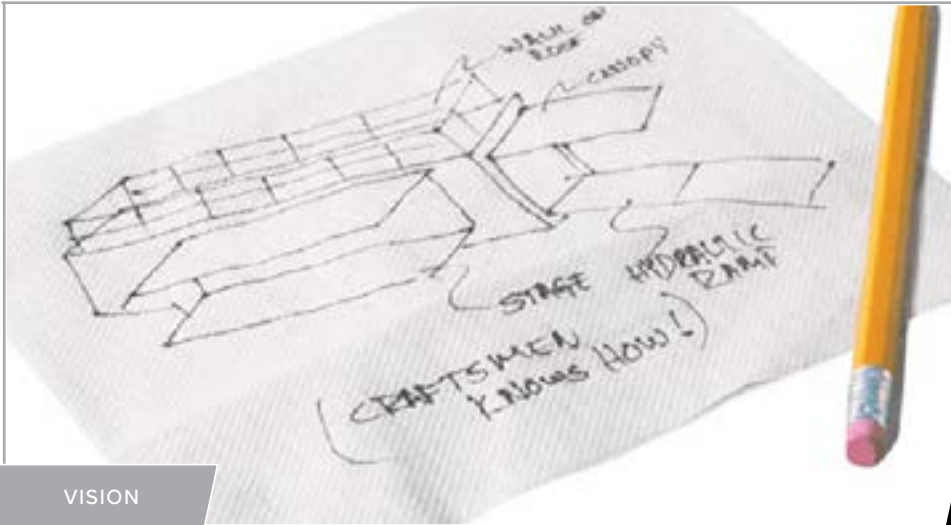
This allows us to take loosely defined ideas or ambiguous concepts and turn them into reality – *fast, without compromising on concept, timeline, or quality.* Because we own the entire, highly integrated production process, our product is reliable, on brand, on time, and on budget.

VISION

DESIGN

BUILD

DELIVER



VISION

DESIGN



BUILD

DELIVER



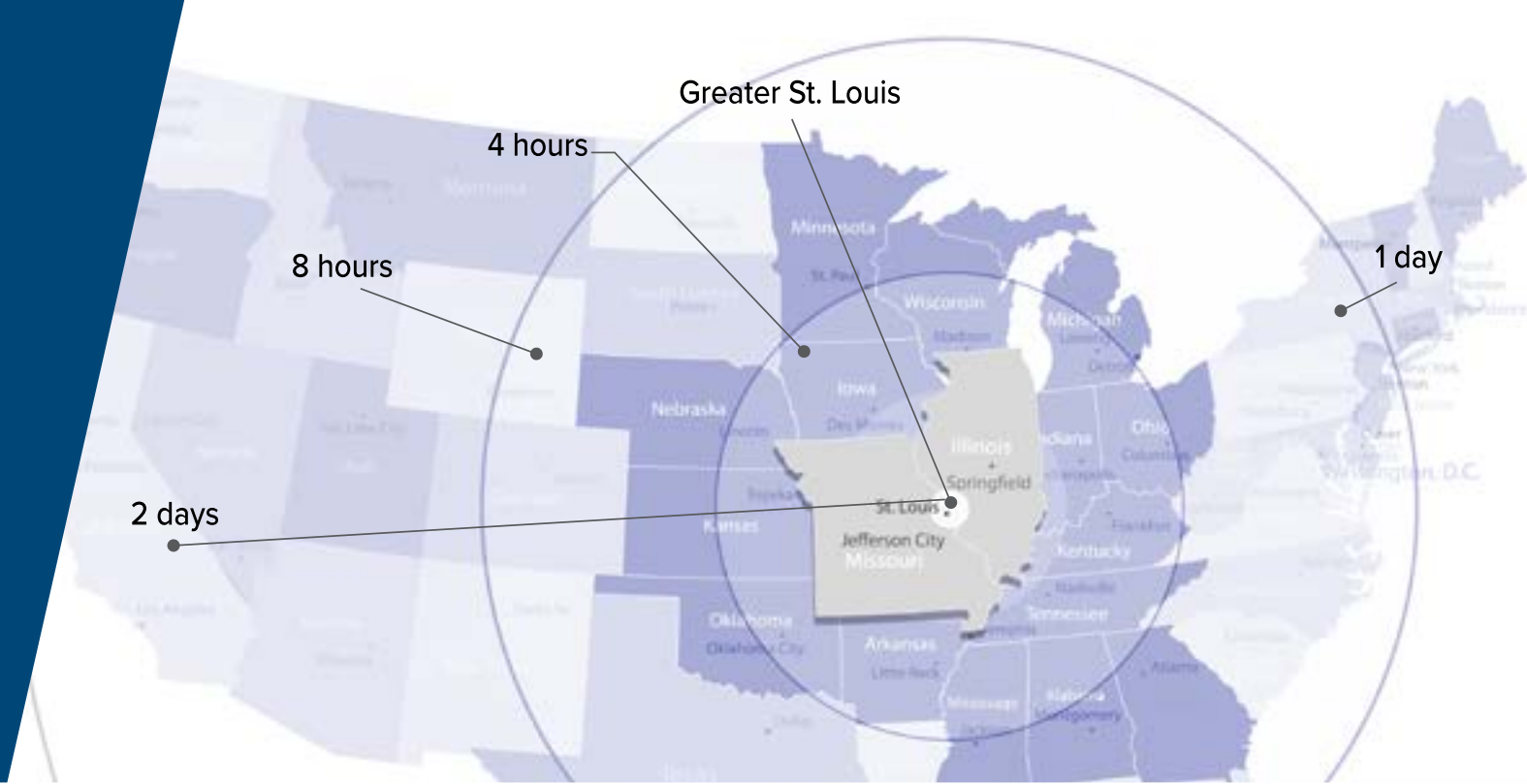
PORTFOLIO

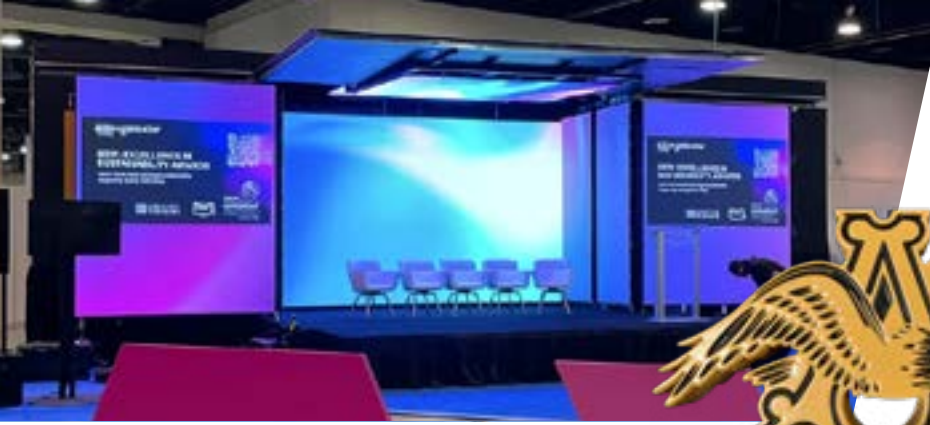
Craftsmen's history includes a diverse group of globally recognized agencies, brands and manufacturers whose marketing efforts engage consumers through experience and entertainment. We play a role in creating brand success as the builder of truly unique experiences that extend voice and reach for the companies we work with.



LOCATION

Located in St. Charles, a suburb of St. Louis, MO, our headquarters is home to over 215 Craftsmen and Craftswomen and over 200,000 sq. ft. of production facilities. Craftsmen Industries also has production services in Highland, IL for our Fair & Festival and Mobile Kitchens business.





CONTENTS

8 EXPERIENTIAL MARKETING

- 10 TaylorMade
- 12 Angry Orchard
- 14 Schwan's
- 15 KUIU
- 16 Samsung
- 18 Makita
- 20 Mazda
- 22 Magicbox
- 24 U.S. Air Force Performance Lab
- 26 Budweiser



28 ARCHITECTURAL/ENVIRONMENTAL GRAPHICS

- 30 Dairy Farmers of America (DFA)
- 32 Saint Louis University (SLU)
- 34 Route 66 Museum
- 36 AB InBev & Enterprise Center

38 LARGE FORMAT GRAPHICS

- 40 The Glenlivet and Malibu Rum
- 42 Bud Light
- 43 Fleet & Vehicle Wraps
- 44 Soapbox
- 46 Energizer





EXPERIENTIAL MARKETING





Craftsmen is the perfect partner to bring your marketing concept to reality. Guerilla marketing vehicles, display graphics, exhibits, or indoor or outdoor experiences, large or small, the Craftsmen team is built to deliver. In-house design, engineering, fabrication, print, paint, fiberglass, 3D fabrication, and technology capabilities combined with our best-in-class quality certifications bring your brand vision to life.



EXPERIENTIAL MARKETING

EXPERIENTIAL MARKETING

TAYLORMADE

2-Story Double Expandable Trailer

CHALLENGE

TaylorMade Golf Company needed an elegant space at the PGA tour locations to showcase custom-tailored clubs and accessories, build new equipment on-site for TaylorMade-sponsored players, and provide a comfortable space for them.

CONCEPT

TaylorMade and Craftsmen have a legacy of breaking traditions and exploring new frontiers, so we partnered to create the largest touring vehicle of its kind that includes a work space and lounge area.

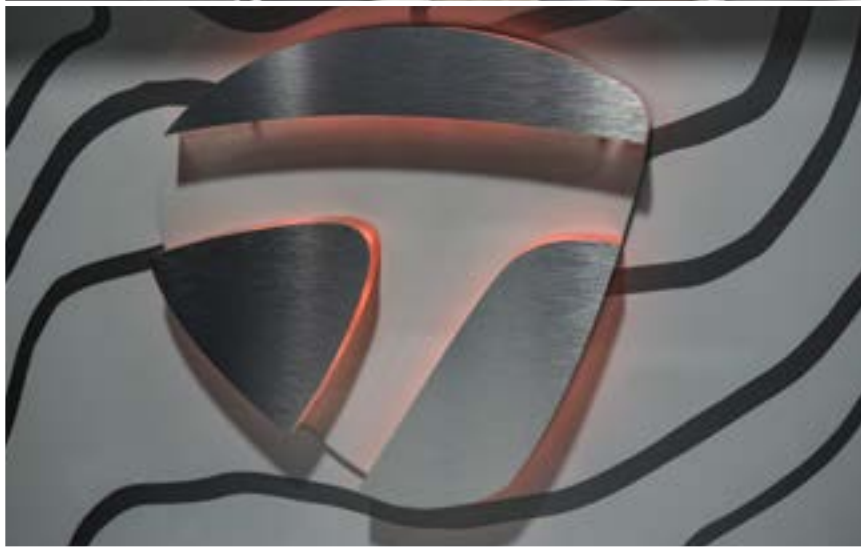
SOLUTION

Craftsmen designed and built, from the ground up, a 42' long, 22-ton multi-story and double expandable trailer offering more than 500 sq. ft. of interior space. The unit will travel 35,000+ miles following the PGA Tour with a fully-functional workshop and lower and upper lounge areas.

RESULT

- A modern workshop with custom cabinetry, dedicated gripping station, loft and lie machines, shaft cutters, and other golf club building instruments
- Top-tier lounge with custom bar, seating and sliding windows
- Glass-paneled 2nd story for a panoramic view of the green
- Custom seating, kitchen, 12 player lockers, and silicone-edge graphics





EXPERIENTIAL MARKETING

ANGRY ORCHARD

Bumper Pull Trailer

CHALLENGE

Angry Orchard is committed to bringing traditional cider and lost heirloom varieties back to the U.S. and staying a leader in the large industry of alcoholic beverages. The hard cider brand wanted to create a memorable, authentic experience around their brand and connect face-to-face with their customers.

CONCEPT

Take Angry Orchard's iconic treehouse on the road to festivals across the nation where customers can authentically sample Angry Orchard products.

SOLUTION

A bumper pull trailer modified to include an upper-tier clubhouse, 3D tree, and wooden bars, staircase, and handrails.

RESULT

- Custom, removable upper tier with wooden railing & staircase entry
- Custom-carved 3D tree with cushioned swing
- Lower & upper wooden bars
- Exterior footprint with custom wooden benches and faux plants
- Monitors for promotional content
- Branded pub tables
- Branded awnings & graphics





EXPERIENTIAL MARKETING

SCHWAN'S

3 Containers with LED Screens

CHALLENGE

Capitalize on the largest sporting event of the year, showcasing Schwan's 65th anniversary.

CONCEPT

Awareness-building and fan-centric celebration with a Tailgating Tower built from the iconic Schwan Trucks during the 10-day Super Bowl LIVE fan festival.

SOLUTION

- 45', 70,000 lb. display built from Schwan's iconic yellow trucks
- Manufactured custom frame of containers to resemble stacked delivery trucks
- Three-tier LED video wall of truck bodies displaying interactive trivia games
- Custom-fabricated rooftop sign
- Tower stage featuring brand ambassadors interacting with consumers

RESULTS

- Centerpiece of 10-day Super Bowl LIVE Fan Festival with more than 1 Million attendees
- Two Minute Drill surprise
- Free sampling engagements
- Social media engagement with live-feed virtual bobble heads
- Philanthropic component with Second Harvest Heartland
 - \$5 for every new customer order (up to \$25,000)
 - 75,000 meals for families in need



EXPERIENTIAL MARKETING

KUIU

Double Expandable Trailer

CHALLENGE

KUIU struggled to compete against consumer showrooming, online retailers and big box brick & mortar. Enhance consumer engagement, education and hands-on experience.

CONCEPT

A mobile retail showroom to bring KUIU's product line directly to target retail audience.

SOLUTION

- Lease unit double-expandable mobile-retail solution with 900+ sq. ft. glass-paneled showroom
- Custom-built aluminum displays, work tables, and checkout podiums
- Data acquisitions through social media experiences

RESULTS

- 7-month nation-wide experience
- 26+ locations across America
- Complete KUIU product line ready to try - in all sizes and place orders
- Product consultants on-site
- Experts to help dial-in the perfect gear list for consumer's next hunt
- Full size run of KUIU's newest SCARPA boot program
- Full line of KUIU's accessories



EXPERIENTIAL MARKETING

SAMSUNG

Double Expandable Trailer

CHALLENGE

Samsung's latest TVs are an immersive experience for gamers and sports enthusiasts. Big Box retailers and online sellers can't provide the environment to illustrate the benefits of Samsung's QLED 4K Technology in building an immersive sports experience and stutter-free gaming.

CONCEPT

A double expandable trailer showcasing the QLED Experience directly to the audience of consumers who understand the technology benefits most.

SOLUTION

- 1,000' of showroom with interior and exterior branding and 3D displays and graphics
- Samsung's QLED technology featured in both the interior and exterior
- Custom-built gaming pods and QLED TVs with 55" to 88" screen sizes, captivating color and 4K detail
- Fan-centric Social Media experiences

RESULTS

- Appearances at select events, conventions, stadiums and retail locations
- Cup Experience (Jun-Aug) Gamer-focused featuring ultra-fast motion rates, 4K resolution and HDR
- Game Day Experience (Sept-Jan) visiting the biggest college football games and tailgate parties across the country





EXPERIENTIAL MARKETING

MAKITA

Bumper Pull Trailer and Truck Body

CHALLENGE

Makita wanted to bring their ONE SYSTEM (the largest 18V lithium-ion cordless tool system) to their customers in an innovative hands-on experience designed to stand apart from the competition.

CONCEPT

Interactive tool demonstrations traveling across the nation targeting construction, restoration, dust management, landscaping, and other similar trades.

SOLUTION

- 24' custom Truck Bodies with custom exteriors and tool displays and 24' Bumper Pull Trailers
- Full-coverage vehicle graphics and rooftop signage
- LED displays featuring promotional material and custom canopies & lighting
- Custom cart displays
- Weatherproof sound systems.

RESULTS

The Driving Innovation Tour provides hands-on experiences direct to their key B2B customers right at the job site or to their retail customers at local events, home shows and more.

Over 100 different power tools including work tables, chain saws, drills, nail guns and stereos are displayed in each vehicle and can be utilized on-site.





EXPERIENTIAL MARKETING

MAZDA

Patented LoJoe

CHALLENGE

Mazda wanted to take advantage of a big marketing opportunity with their sponsorship of the International Motorsports Association.

CONCEPT

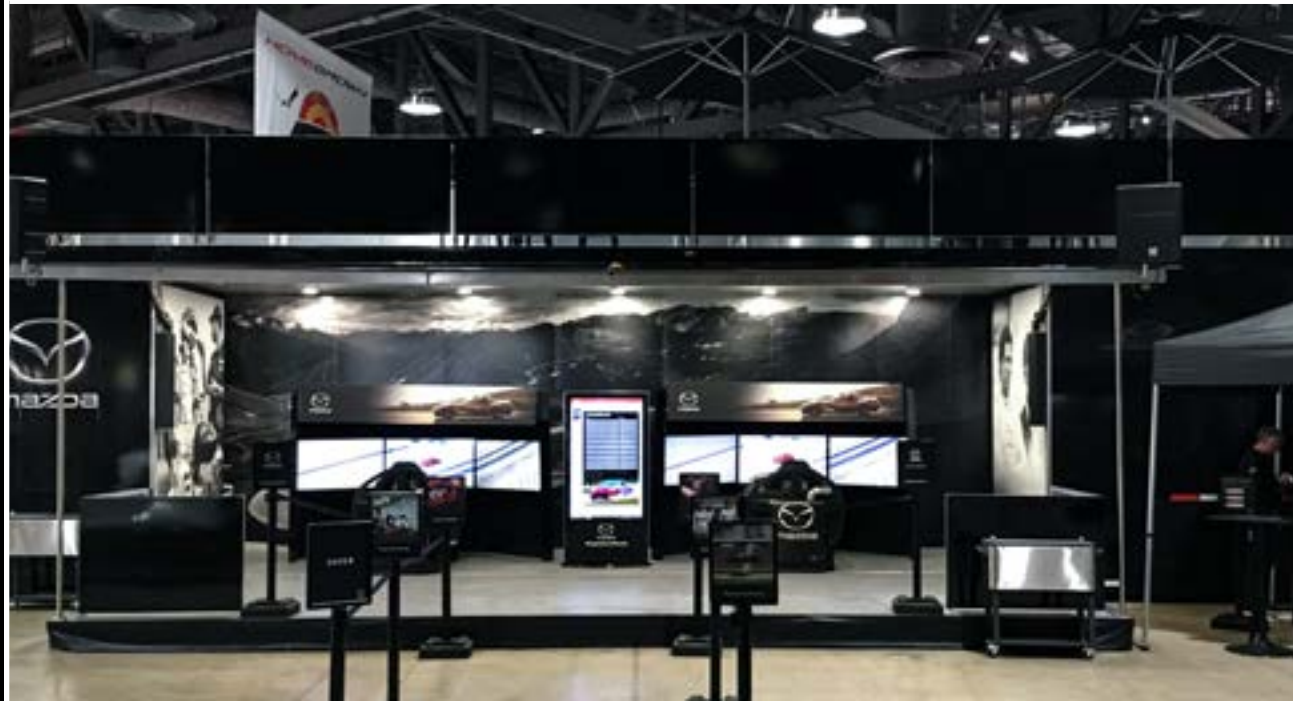
A mobile unit that travels to races and other special events showcasing Mazda's product offerings.

SOLUTION

Craftsmen's patented LoJoe trailer that lowers to the ground for just one step access. This expandable unit includes a walk-on rooftop, open-air stages, and simulation pods.

RESULT

Racing and Mazda fans see, touch, and test drive Mazda vehicles in an immersive experience at motorsports and special events across the nation.





EXPERIENTIAL MARKETING

MAGICBOX

Double Stage Semi-Trailer

CHALLENGE

Magicbox's goal was to democratize technology with a platform for affordable solutions accessible to everyone.

CONCEPT

Fabricate a custom trailer that transforms into an LED-surrounded set and computer control center.

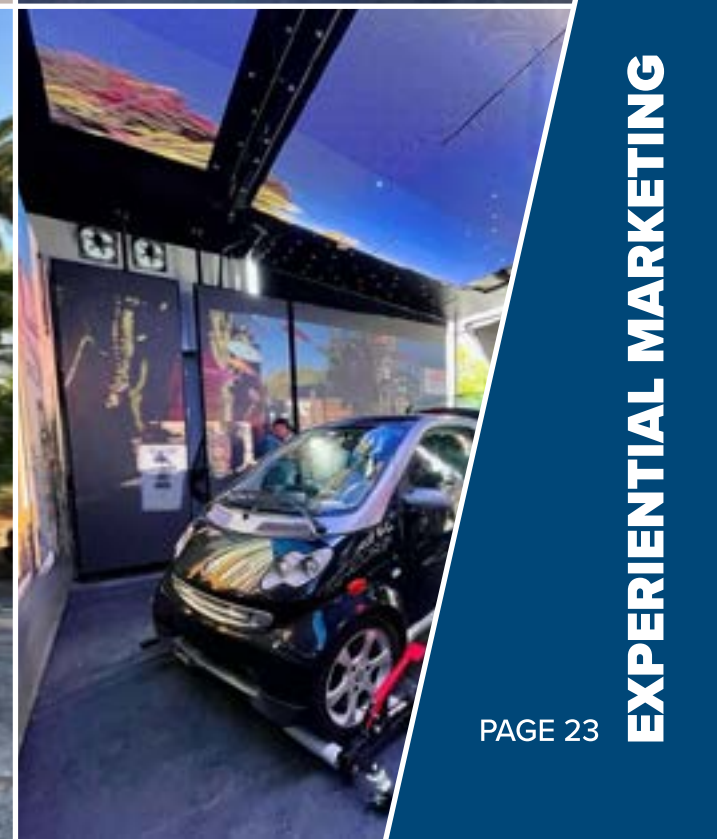
SOLUTION

The world's first mobile virtual production Superstudio. The unique 36' double expandable trailer transforms in less than 10 minutes.

- 6" hydraulically raised roof for extra height
- Lower to the ground than standard trailers for easy access
- Fully-opened slide-out for easy access to the stage
- LED screens mounted inside with custom-built framing systems on all walls, ceiling

This trailer is the only system that can setup, shoot, and strike within a 12-hour day. The Magicbox Superstudio will be utilized at Stargate Studios for all their virtual production and cinematography needs. A mobile tool for anyone, anywhere, to have a top-of-line virtual production studio at an affordable price.





EXPERIENTIAL MARKETING

U.S. AIR FORCE

Single Expandable Trailer

CHALLENGE

The United States Air Force needed a way to reach and deepen interaction with the youth demographic and recruit more qualified candidates across the country.

CONCEPT

The goal was to create a VR experience that tests five skillsets critical to a multitude of Air Force careers. Leaderboards display top performers through RFID wristbands that also send individual formal assessments.

SOLUTION

Craftsmen single expandable trailer with show space and exterior display elements customized with interactive kiosks and gaming experiences including virtually competing against an Airman, testing piloting skills, and learning different parts of a full-size F-16 engine.

RESULT

A mobile, interactive, and authentic experience that engages participants for an average of 22 minutes with just one activity and highlights the Air Force's 230 available careers. This unit is the #1 requested mobile tour by recruiters across the country, visiting 250+ events annually.





EXPERIENTIAL MARKETING + KITCHENS ANYWHERE

BUDWEISER

Double Stage Trailer

CHALLENGE

Budweiser wanted a way to interact with their customers and grow brand loyalty all around the country in an entertaining, delicious way.

CONCEPT

A 10-city mobile tour across nation to find the nation's greatest amateur burger chef, concluding with a Grand Finale Cook-off and Celebration at the St. Louis Brewery.

SOLUTION

- 53' double stage trailer
- Rooftop deck with railings and bowtie awning
- Housed an entire festival footprint
- Red-faced, backlit This Bud's For Your rooftop sign
- Fully-functioning kitchen for amateur burger chefs
- (2) Custom, full-length wood bars with four-compartment sink, (2) racks for glass display, (2) under-counter keg coolers
- Faux brick wall finish in bar area, stainless-steel kitchen wall finish
- Four Budweiser Signature Draught taps
- Interior spiral staircase

RESULTS

- 68,000+ experiences (individual firsthand experiences with Bud & Burgers)
- 45,108 samples of signature draught served from trailer
- 10 million+ estimated social impression







ARCHITECTURAL/ ENVIRONMENTAL GRAPHICS

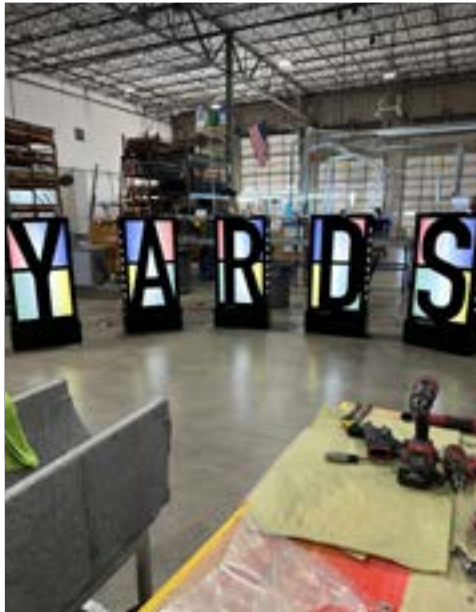




Craftsmen's team can create nearly any concept you can imagine. Our Custom Fabrication & Engineering Group has assisted architects, engineers and interior designers in realizing their vision for stadiums, concert & event venues, office spaces, museums, city centers, hospitals, retail, restaurants and pubs throughout the country.

With a wide array of in-house fabrication and print and finishing capabilities, we are your single-source, timely solution, capable of creating one-of-a-kind sculptures, displays, branding & architectural elements, including highly complicated, multi-level environments.

Craftsmen's seamless portfolio of integrated services maintains tight design & quality tolerances ensuring flawless reproduction of your brand's identity.



ARCHITECTURAL GRAPHICS

DAIRY FARMERS OF AMERICA

Hotel Takeover

CHALLENGE

Every year, Dairy Farmers of America hosts their Annual Meeting in Kansas City, MO at a hotel that must be outfitted in the corresponding theme for the two-day event.

CONCEPT

Transform the hotel into a DFA-themed venue with custom branded dimensional and print elements during the event dates.

SOLUTION

- Multiple custom-fabricated “marketplaces” showcasing products using milk from the DFA
- Custom 3D props
- Multiple custom-fabricated stage backdrops and modular displays
- Large-format window graphics with frosted overlay for sparkle effects
- Large-format wall, elevator and floor decals
- Branded banners, flags and pillows
- Certified onsite installation provided before the event
- Onsite removal after the event returning the hotel to its original state





ARCHITECTURAL GRAPHICS

SAINT LOUIS UNIVERSITY

Interior/Exterior Graphics and Signage

CHALLENGE

Saint Louis University added Grand Hall, a new residence hall and learning center, to their campus. The new building was in need of branding and Billiken spirit.

CONCEPT

Outfit the building with custom fabricated and printed elements with SLU branding and install all elements on-site.

SOLUTION

- Extra-large window decal precisely scaled and installed on the interior of seven separate floors
- Large-format wall, elevator, and window graphics
- Custom-routed and painted wayfinding signage
- Custom-routed and painted lettering and signage
- Large-format banners
- Certified installation provided throughout the entire building
- Use of various materials from frosted laminate to textured surface (textured material protects graphics from touch)





ARCHITECTURAL GRAPHICS

ROUTE 66 MUSEUM

Interior/Exterior Graphics, Displays, and Signage

CHALLENGE

The City of Edwardsville wanted to recognize the significance of Route 66 via a roadside museum to engage visitors in learning the rich history of Route 66 locally and nationally.

CONCEPT

Celebrate the history of the building and Route 66 with informational graphics and engaging images in a renovated service station originally established in 1937.

RESULTS

Matte vinyl on the walls that allows visitors to easily read the informational text and view the large photo images without concern for reflection of the ample lighting and windows within the facility.

Gloss Stand-offs which allow the additional text and photos to pop and contrast with the matte vinyl.





ARCHITECTURAL GRAPHICS

BUD LIGHT & ENTERPRISE CENTER

Stadium Graphics & Signage

Gameday's
favorite
light lager.

BUD LIGHT



B
L
I
G







LARGE FORMAT GRAPHICS





Craftsmen works with you to protect your brand identity and ensure messaging is accurately communicated across all materials and applications.

Both a recognized Scotchprint® Graphics Authorized Manufacturer and a G7 Master Printer, Craftsmen is among the few who meet the highest standards of graphics manufacturing for indoor, outdoor, trade shows, and vehicle wraps.



LARGE FORMAT GRAPHICS

THE GLENLIVET & MALIBU RUM

Hotel Takeover

CHALLENGE

The Glenlivet Distilling Company and Malibu Rum are committed to remaining innovators while making cocktails an enjoyable experience for their consumers.

CONCEPT

Transform conference spaces into live, hands-on illustrations of the brands' innovative personalities.

SOLUTION

Unique sampling experiences surrounding each brand with interactive bars, displays, and graphics.

RESULT

- Multiple custom manufactured bars, kiosks, and photo ops
- Custom manufactured putt-putt skeeball game
- Dye-sublimated silicone-edge prints with custom sized and painted frames
- Custom display elements with routed lettering, color-matched paint and branded graphics
- Custom manufactured trellis with installation of themed elements
- Custom window, doorway, elevator, DJ booth and cushion slipcover graphics
- Onsite installation and removal with our certified team members





3D FABRICATION

BUD LIGHT

CHALLENGE

Promote product at sponsored stadiums to boost sales, build brand awareness and create excitement among NFL fans.

CONCEPT

Place giant product replicas at each sponsored stadium, branded with corresponding NFL team.

SOLUTION

- (28) 12' tall bottles custom fabricated with Craftsmen's unique foam and hard coat process
- Custom engineered bases for support and safety
- Branded graphics – each Bud Light bottle monument featured a different NFL team

RESULT

- Buzz-creating displays and social media photo opportunities
- Transported to Anheuser-Busch sponsored NFL stadiums across the US



FLEET & VEHICLE WRAPS
VARIOUS



LARGE FORMAT GRAPHICS

SOAPBOX

3D Fabrication

CHALLENGE

Not everyone has access to soap. Soapbox wanted to promote the importance of hygiene and donate soap to those in need across the U.S.

CONCEPT

Involve communities to help pack and donate hygiene kits and break a couple of world records to help those in need and get out the word!

SOLUTION

A 21' tall custom 3D soap bottle - the world's largest - mounted on a trailer for transport. Hydraulics extend the bottle up for show mode. The Giving Tour traveled across the country donating soap to nonprofit organizations and foster homes. Locals in each community were encouraged to be a part of the effort of packing the donated hygiene kits.

RESULT

- A huge tour traveling to 16 major cities
- 9,600 bar soap donations per city
- 144,000+ bar soaps donated in total
- 3,900+ hygiene kits donated in total
- 2 World Records: Largest soap bottle and most hygiene products donated in 24 hours!





3D FABRICATION

ENERGIZER

3D Fabrication

CHALLENGE

Re-create the iconic Energizer Bunny for display in the newly renovated lobby of Energizer's corporate headquarters in St. Louis.

CONCEPT

Larger-than-life foam statue covered in faux fur with aluminum sub-structure. 3D routed and hand-carved from existing brand standards and customer-supplied CAD file.

SOLUTION

- Multi-component construction ensured ease of transport and installation
- Aluminum sub-structure
- 3D routed and hand carved foam
- Permanent hard-coating process
- Tight architectural tolerances to ensure fitting and transport
- Brand-approved manufacturing of pink fur
- Custom base and backer structures

RESULTS

Energizer partnered with Craftsmen to refresh the iconic pink bunny by creating a bunny sculpture for the Energizer corporate lobby including modeling, texturing, fur, lighting, rendering, design, CAD output and CNC routing.







CRAFTSMEN

INDUSTRIES, INC.

3101 Elm Point Industrial Dr., St Charles, MO 63301
www.craftsmenind.com
800.373.3575

f @ in X

