

nouvel'R

# evolution of product zones

principles

edition v1b - july 2022

# 1

## technical requirements

## general technical requirements

### 1. PREAMBLE

Renault has decided to develop a concept for its sales network based on thematic clusters.

These clusters will be set up in brand showrooms, with a view to increasing impact, legibility and efficiency.

Scenographic recommendations cover the creation and implementation of the following:

- Graphic backdrops
- Frescoes
- Floor markings
- Vehicles (excluding deployment batch of course)

All these works will be subject to both technical manufacturing of prototypes and first serial to be validated by Renault prior to launch.

### 2. TYPE OF RECOMMENDATIONS

The descriptive details below explain the various aesthetic and technical parameters to be addressed by the supplier in designing and implementing the required items.

This technical analysis results from the many constraints relating to raw materials, production methods and logistics or installation requirements.

### 3. BACKDROPS

#### > principle

These large colour visuals are printed on stretched canvas. The canvas backdrops must be positioned vertically on tensioning sections and must be easy to replace.

The visuals are produced by Renault BU Marketing Dpt and are available in digital-file format (minimum definition of 100 dpi without changing display format).

#### > Formats

In this concept, the visuals are installed on a low plate (a heavy base to ensure stability) on the outer edge of the area. This means building frames that are around 85 to 160 mm thick.

Four formats have been selected: w. 2 x h. 3m, w. 4 x h. 3m, w. 6 x h. 3m and w. 8 x h. 3m.

Implementation must be managed by specialist service providers.

#### > Regulatory aspects

At the design stage, the supplier must prove the stability of the construction by providing static and dynamic calculations certified by an approved inspection office (regulations on buildings open to the public to be observed).

The supplier must provide the installer and dealer with instructions for assembly and use explaining the conditions of stability applicable to these backdrops (air movements, plate horizontality, structural verticality, etc.).

Assembling these backdrops (estimated weight of over 60 kg for a module of:

w. 2 x h. 3m anchored to a ballasting plate (total estimated weight of 220 kg)

involves a few handling precautions (pinching caused by the weight of the plates, the need to keep frames vertical during assembly, the risk of the canvas falling off during positioning, etc.).

## general technical requirements

### > Rational formats

The backdrops will have a standard height of 3m.

Depending on the layout, which will be specific to each dealership, the backdrops will measure 2m, 4m, 6m or 8m in length and will be made up of a number of 2m modules positioned next to each other and securely attached.

Production is thereby standardized on the basis of one module measuring 2m in width, to be multiplied horizontally as required.

### > Printing the visuals

The graphic designer must adapt the format of the image to the various backdrop formats (height/length ratio). It must also be possible to reframe the image without distorting it.

A wide range of printing media with an M1 rating are available in widths of 2.1m, so the visuals could be printed on many different types of high-quality printing machines, while limiting wastage of materials to the maximum extent.

The lifetime of visuals used in exhibitions is between 18 and 24 months, so colours should have a high level of UV resistance.

As an example, the most satisfactory results were obtained with the following machine characteristics:

eight-colour printing at a resolution of 720 dpi on mixed canvas (70% cotton and 30% polyester) of 210g/m<sup>2</sup> (non-transparent canvas).

### > Tensioning frames

To position the canvas backdrops and replace them easily, we recommend using rods sewn around the canvas. These rods will then fit into the slots round the sides of the

tensioning frames.

These frames will comprise an peripheral section with mitre joint assembly, making it possible to stretch the canvas pieces over one or both sides of the backdrop without deforming them (single or double-sided canvas).

These frames will then be placed on a ballasting plate positioned on the floor using bolted braces.

Intermediate sections will be used to ensure that the peripheral sections remain straight and at the right distance to prevent the canvas rippling.

The items making up the frames must have an attractive aspect and finish so that one-sided backdrops can be used.

### > Plate design

The plates, measuring l. 2m x w. 1m, (possibly divided in 2 parts) will ensure the stability of the backdrops.

The company making the plates must prove backdrop stability by providing static and dynamic calculations certified by an inspection office, in line with construction standards (cf. regulatory aspects of the country concerned).

The plates will be made with steel facing plate of hot-rolled quality, measuring a maximum 2m x 1m, recut for jointing of the laser-cut edges with rounded angles, a radius of 5mm, and holes for the frame mountings, powder-coated finish in grey RAL 7024.

The supplier must insert reinforcements inside the tensioning frames in order to ensure the solidity of the lower frame angles and secure mounting to the plates (lever of 3m in height).

Particular emphasis will be placed on protecting the underside of the plates, which must not mark the tiling of exhibition areas or damage it during assembly/dismantling.

## general technical requirements

### 4. RESPECTING VISUAL IMPACT AND COLOURS

All the colours will have a satin finish with maximal 40% gloss or matt.

Particular emphasis must be placed on respecting colours.

Samples of colours and materials will be submitted for approval prior to production.

The daytime and night-time rendering of each colour must be checked, particularly with two different materials.

### 5. PRINCIPLES OF PRODUCTION

Visuals must comply with the formal images of these specifications.

The supplier will submit production plans for approval, together with descriptions of the sub-assemblies included in the frescoe module.

In line with the main principles set out in these specifications, the supplier is expected to make recommendations on the choice of materials and implementation resources necessary to respect the dimensions and aesthetic qualities described in this document.

### 6. VARIANTS

The supplier is obliged to respond within the definition of elements as described in the paper drawings.

However, submission of an economic variant is desired and expected.

When the provider deems it necessary, he may submit to Renault variants processes or methods described in the definition document provided that such variations are expressed aesthetic requirements and can be used consistently across the different families of elements for ensure such an aging comparable assorted colors of due process.

For example, the redistribution of surface elements, the terms of connections between different subsets, changes in materials, processes or decoration will be painted, shall be reported.

### 7. PROTECTING PEOPLE AND PROPERTY

In particular, the supplier must carry out the calculations, sizing and operational implementation of all structural parts required to ensure the durability of this item, and to make sure that it is safe for members of the public who come into contact with it (particularly the upright part).

### 8. TECHNICAL STUDY

The supplier must analyze this file, draft a technical summary of content, and produce manufacturing plans that will be submitted to Renault for approval.

Samples of colours and materials will be appended to the file.

A precise timetable for the project will be drafted, identifying the transition and approval points expected by Renault.

### 9. MANUFACTURING THE FIRST PRODUCTION-STANDARD ITEM

Following the approval of the production file, the supplier may launch industrial production, starting with the tooling to be used.

The first production-standard totem will be assembled by the supplier for presentation to Renault and approval.

## **general technical requirements**

### **10. MASS PRODUCTION**

Following approval of the first production-standard items and after notification of any changes required, the supplier will be given the go-ahead to start mass production.

The supplier will then produce items in perfect compliance with the production file submitted and the accepted pre-series items.

### **11. WARRANTY**

A 2-year warranty is required against any manufacturing or installation defects.

# 2

**general remarks**

## 2.1 product zones with 2 x 2 pos

### description

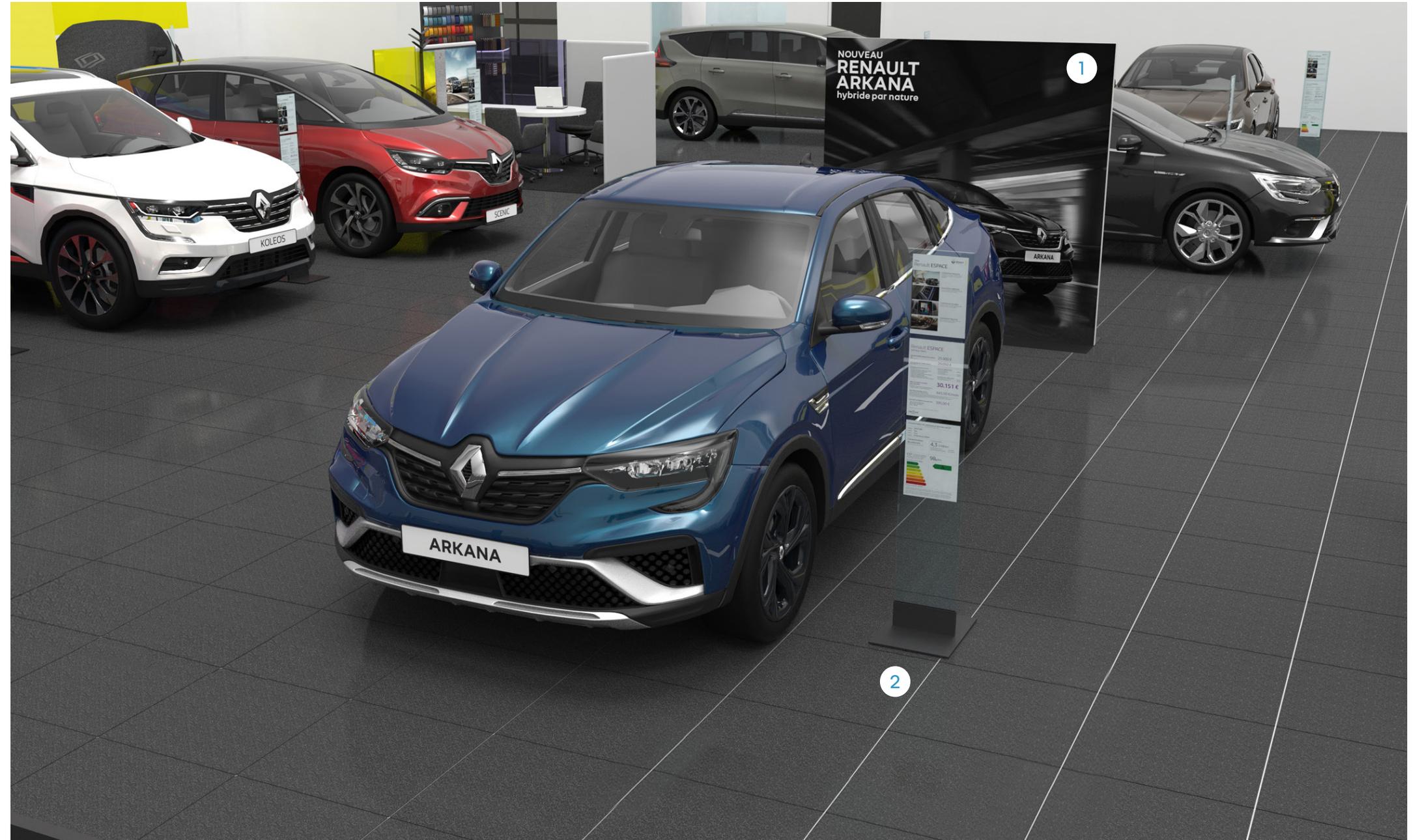
The product zones using 2x2 POS as backdrop are

- Actu zone,
- renew zone
- E-Tech zone \*
- Pro+ zone \*

\* exist also with frescoe according to the showroom size.

1 2x2 POS

2 Price display



## 2.2 product zones with frescoes

### description

The product zones using frescoes as backdrop are:

- Nouvel'R zone (ex Passion zone),
- E-Tech zone
- renew zone
- Pro+ zone.

1 Fresco

2 Price display



## 2.3 colours & materials



### **fabrics**

- digitally printed canvas
- digitally printed on acm sheeting th. 2 mm
- digitally printed on 500 micron magnetic paper
- matt finish

### **dark grey eq. to RAL 7024**

- pre-lacquered aluminum profile with 40% gloss satin finish
- tinted canvas for back of frescoe without picture

### **dark grey eq. to RAL 7024**

- post-lacquered steel plates with frost aspect (to reduce footprints on surfaces)

The faces of the 2 x 2 POS can be produced using different techniques, therefore, the recommendation is primed 2x2m canvas.

The faces of the frescoes are produced by digital printing on a fabric stretched over an aluminum frame.

# 3

**technical principles  
for 2x2m pos**

### 3.1 general dimensions

#### a reduced size

The 2x2 POS have reduced dimensions so as not to obscure the background of the showroom.

The 2m height faces are printed (front and rear face of the POS).

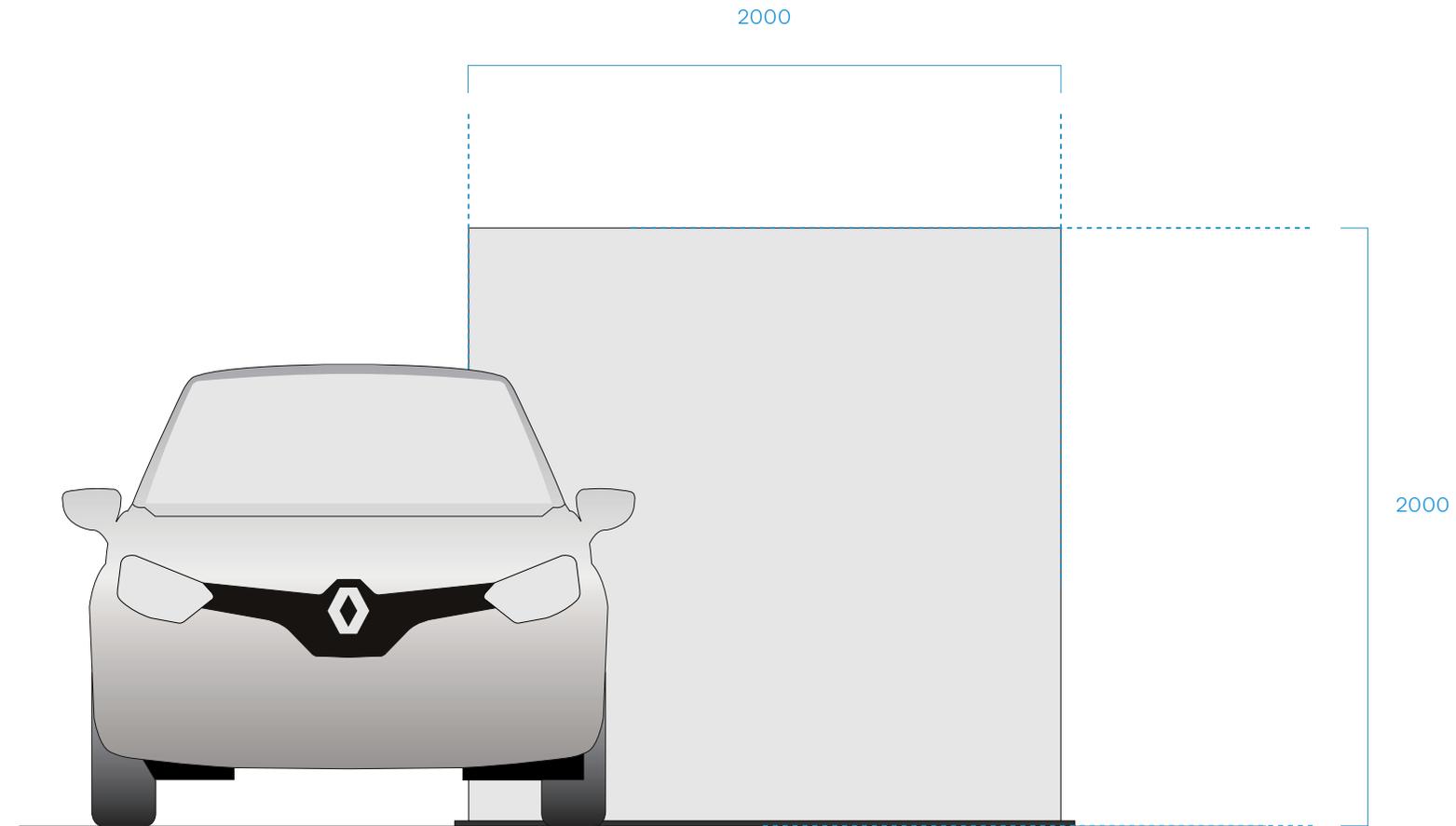
#### recommended solution: canvas

The canvas faces are repeatedly stretched by silicone rod in channels provided for this purpose in the peripheral profile.

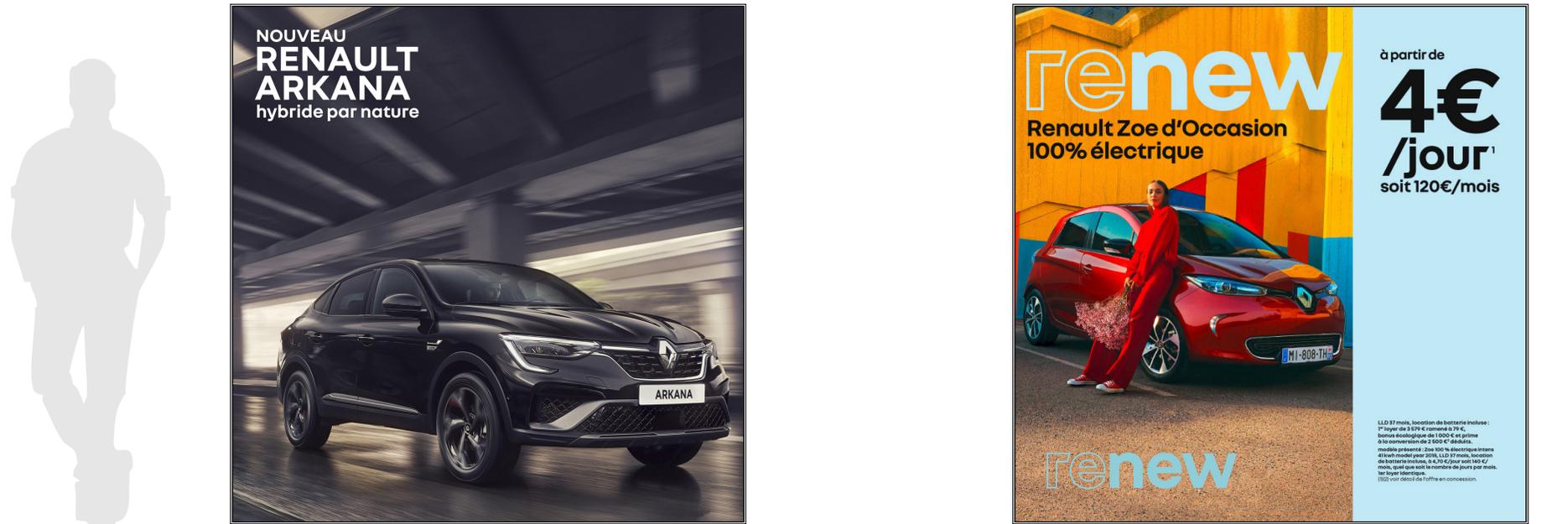
Canvas must be opaque.

#### possible variant: magnetic paper

The steel faces are decorated by printed magnetic paper divided in two symmetrical parts.



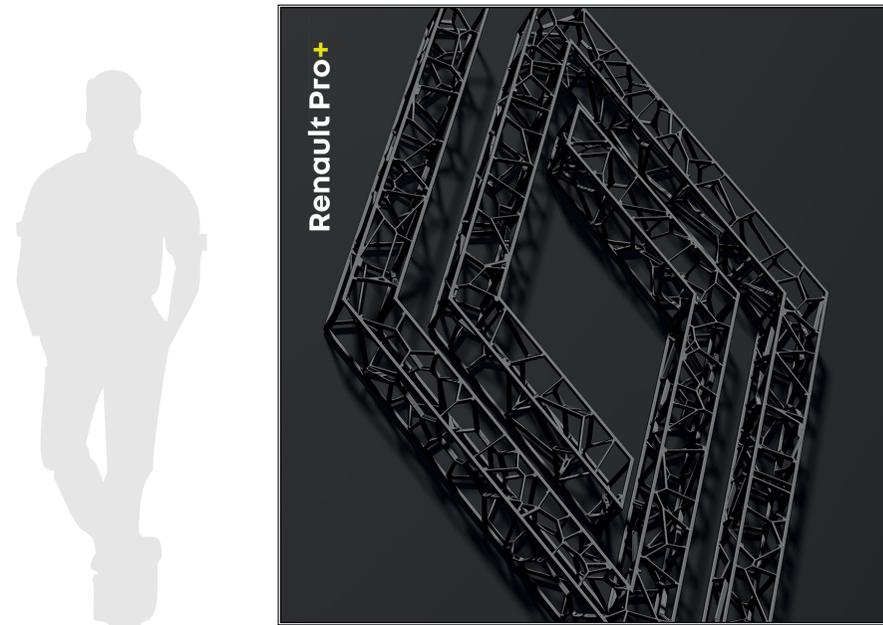
### 3.2 examples of visuals (1)



#### key

- 1 E-Tech zone POS
- 2 Renew POS

### 3.3 examples of visuals (2)



#### key

- 1 Renault Pro+ POS
- 2 E-Tech zone POS

### 3.4 general dimensions

#### description

The support is made on the basis of two half-frames of L.1000 x h.2000 x th. 5 mm.

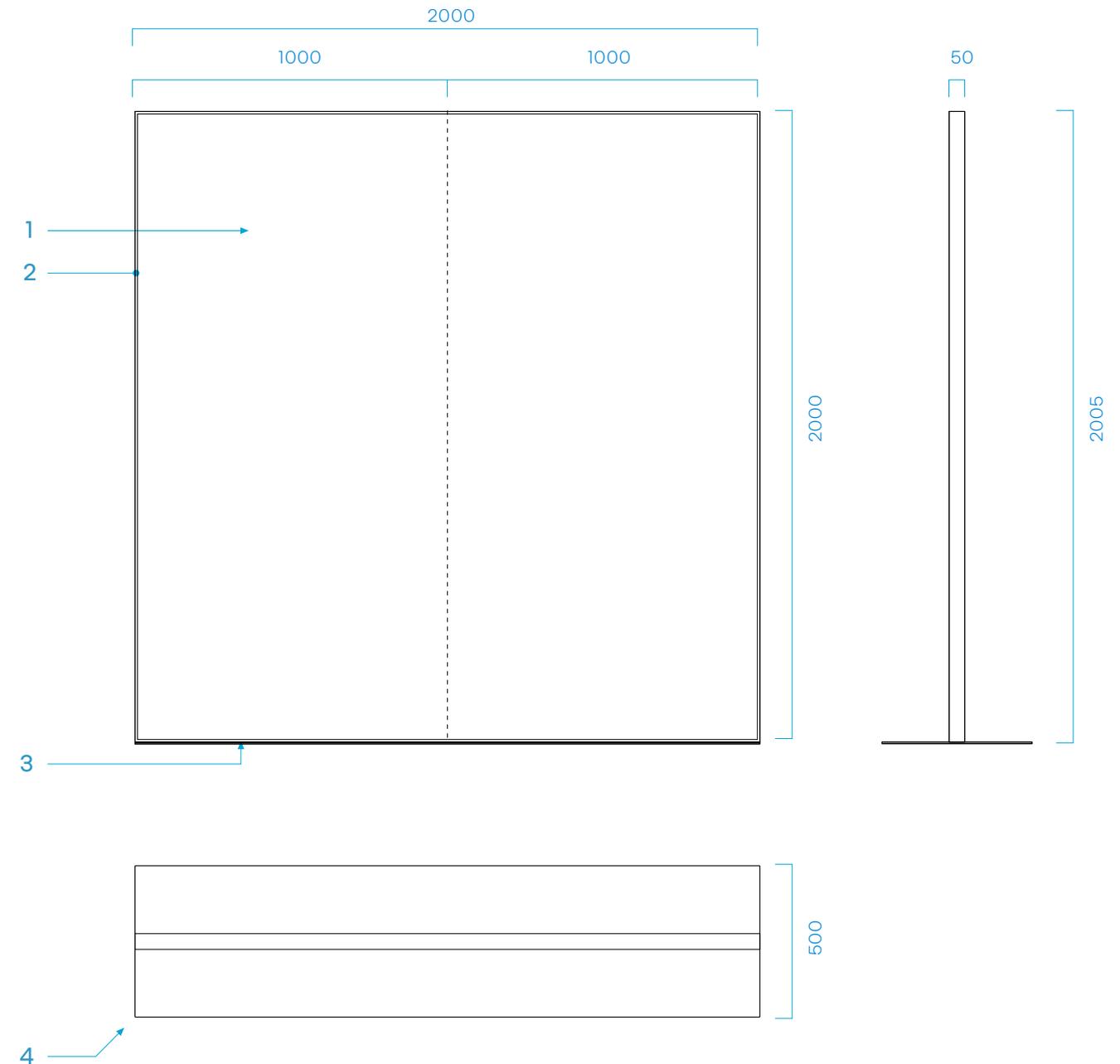
The frame is made of aluminum profile device on which are fixed in front and rear, faces in dibond.

In front view, only a thickness of about 1 to 2 mm of the profile is visible surrounding the display.

The frame is taken and faces to the ground via a steel plate forming a ballast in lacquered grey RAL 7024 (made in 2 parts).

#### key

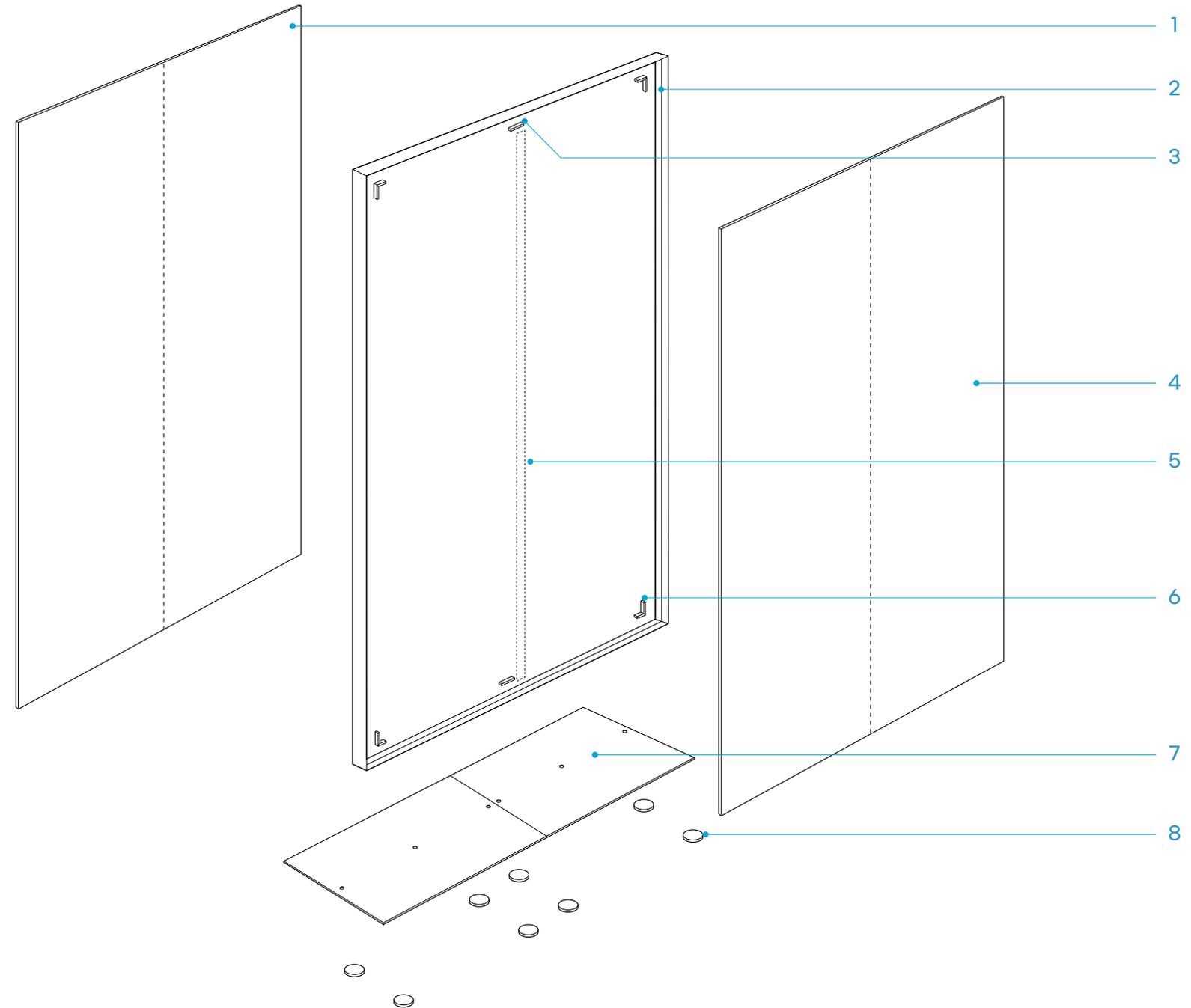
- 1 Front panels with digital printing
- 2 Aluminum extrusion device comprising fastening channels lacquered grey RAL 7024
- 3 Plates  
Sheet steel 50/10 th lacquered grey RAL 7024, felt pads to predict.
- 4 Rounded angles with r. 5mm



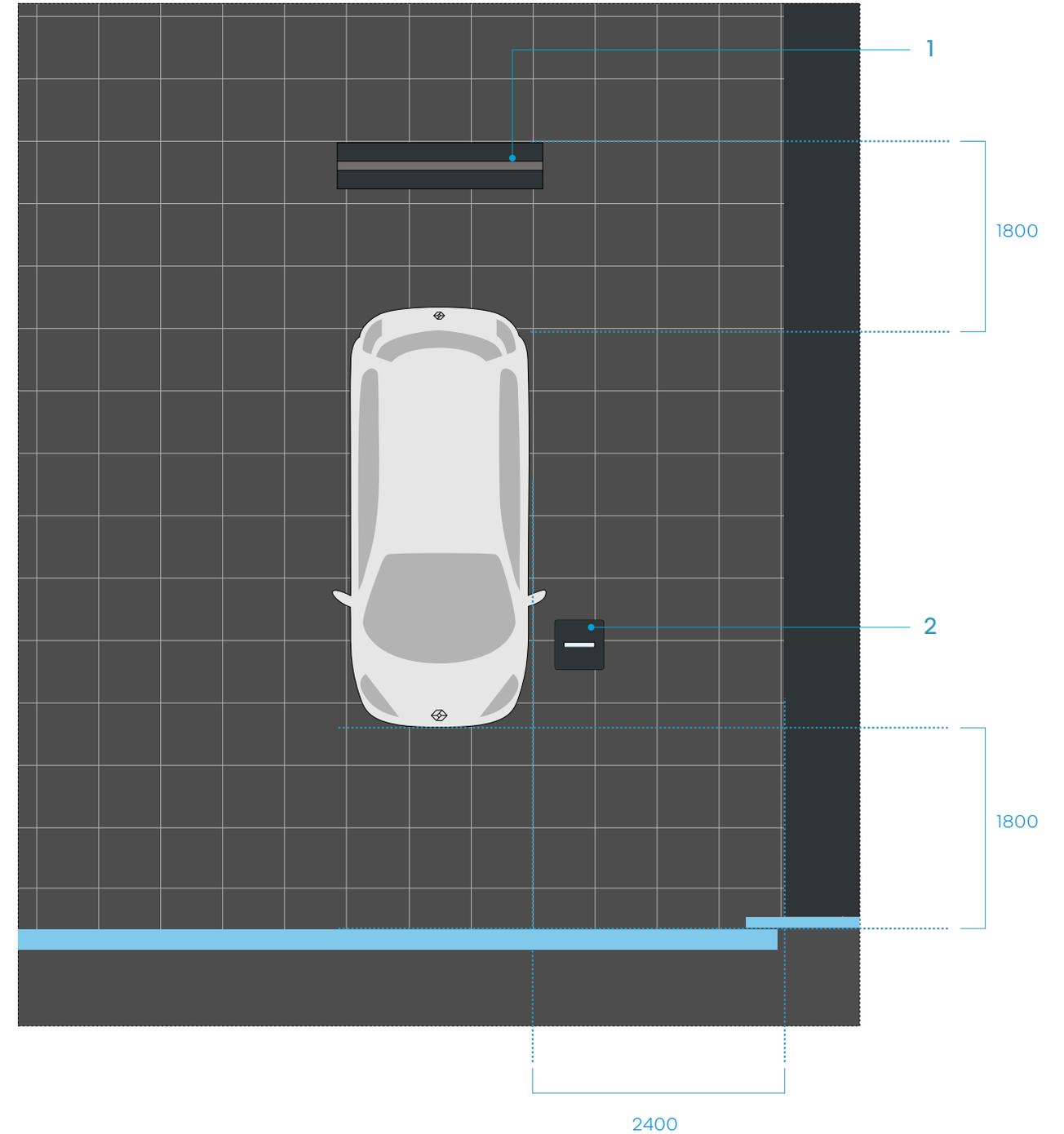
### 3.5 exploded view

#### key

- 1 Front face  
Option 1. Dibond panels in 2 parts  
Option 2. One piece canvas
- 2 Aluminum extrusion device comprising  
fastening channels wings and back  
faces in dibond lacquered grey RAL  
7024
- 3 Splint steel alignment of two half  
frames included in the channels of the  
profile
- 4 Back with one piece canvas, silicone rod.  
Variant: steel panel in 2 parts decorated  
with digitally printed onto 500 micron  
magnetic paper
- 5 In case of internal stiffener canvas
- 6 Bracket assembly of profiles devices
- 7 Plates made with two parts, sheet steel  
50/10 th, lacquered grey RAL 7024
- 8 Rubber pads to protect tilling.



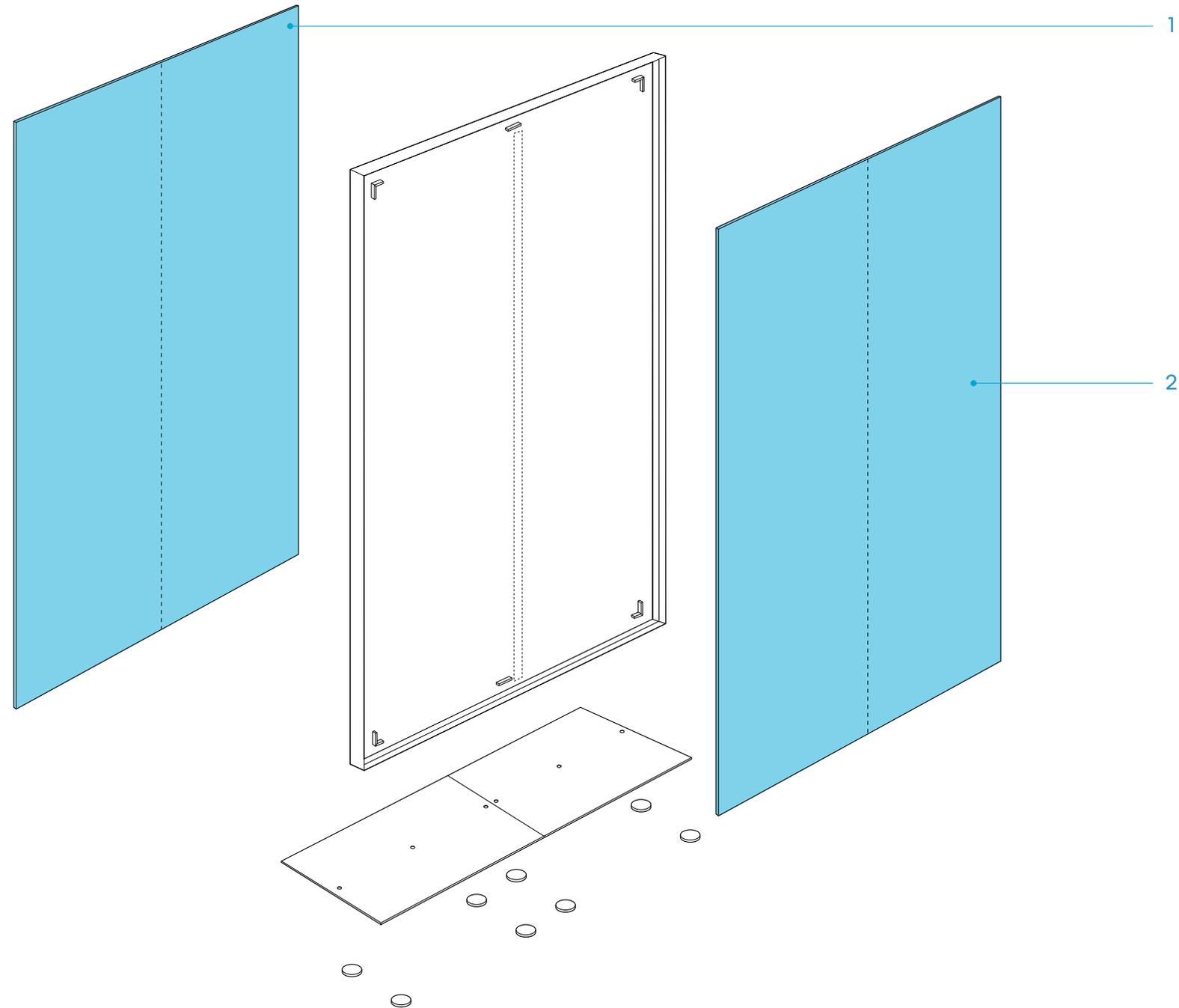
### 3.6 implementation



key

- 1 2x2m POS
- 2 Price display

### 3.7 update of the pos



#### principle

Visuals of the POS are regularly updated by removing and replacing the existing faces.

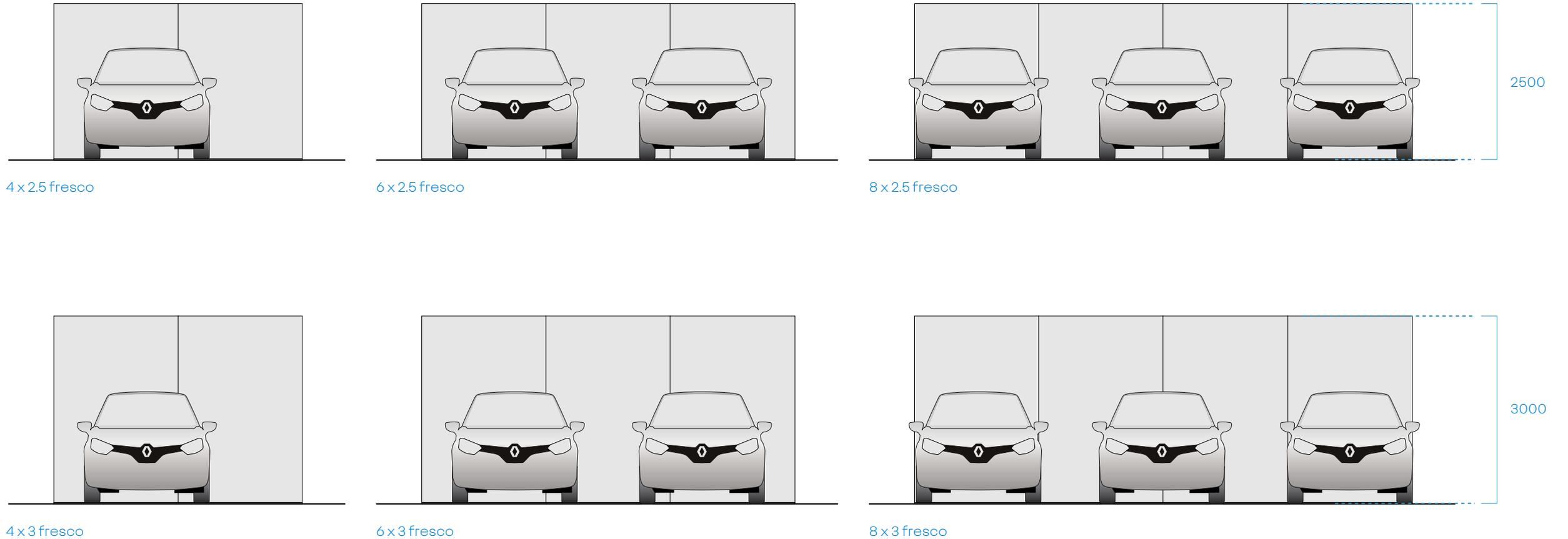
#### key

- 1 Front face in one piece canvas.  
Variant: steel panel in 2 parts for magnetic paper.
- 2 Rear face in one piece canvas.  
Variant: steel panel in 2 parts for magnetic paper.

# 4

## **technical principles for frescoes**

## 4.1. general dimensions



### the different frescoes

The frescoes are modular with:

- 2 variations in height: 2.5 and 3 m,
- 3 variations in length: 4, 6 and 8 m.

Recommended height is 3m.

## 4.2 frescoes of nouvel'R zones



4 x 2.5 fresco



6 x 2.5 fresco



8 x 2.5 fresco

2500



4 x 3 fresco



6 x 3 fresco



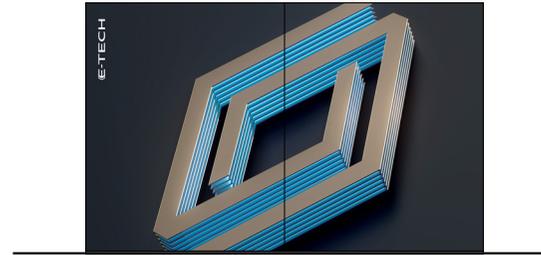
8 x 3 fresco

3000

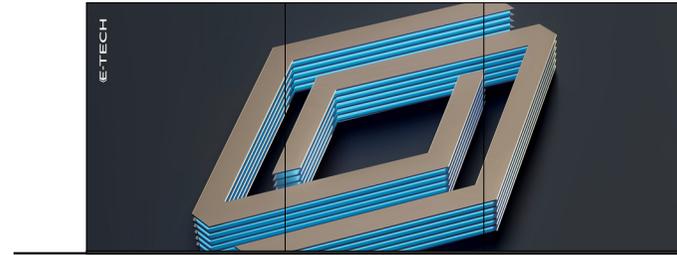
### reproduction

HD files are available for reproduction in these different formats.

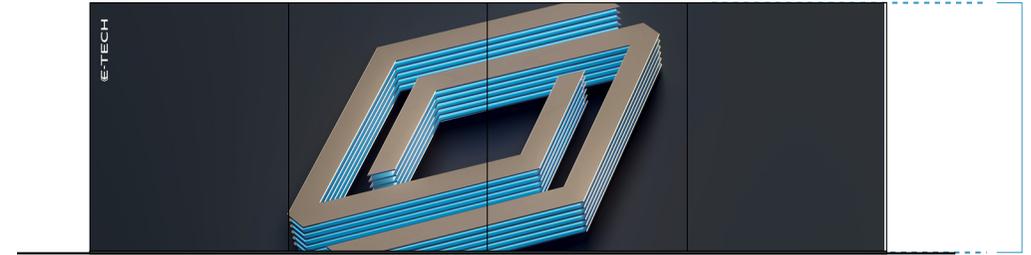
### 4.3 frescoes of E-Tech zones



4 x 2.5 fresco

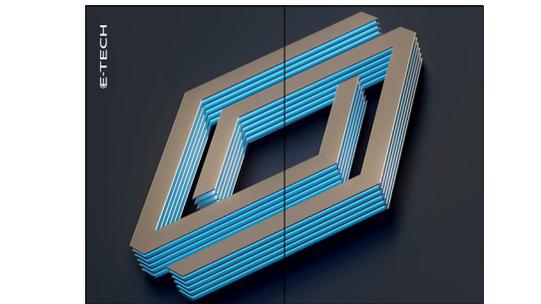


6 x 2.5 fresco



8 x 2.5 fresco

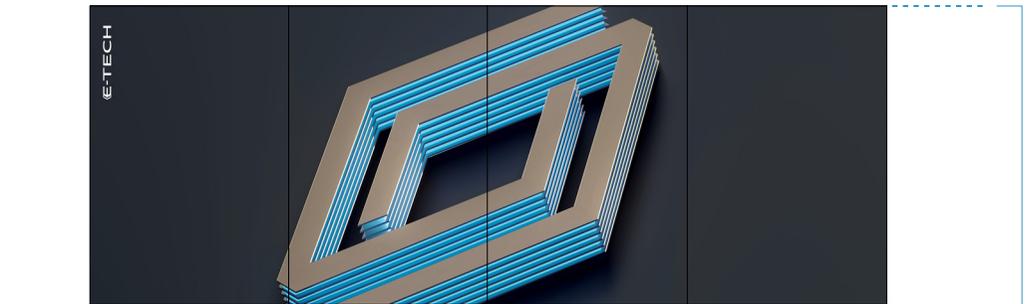
2500



4 x 3 fresco



6 x 3 fresco



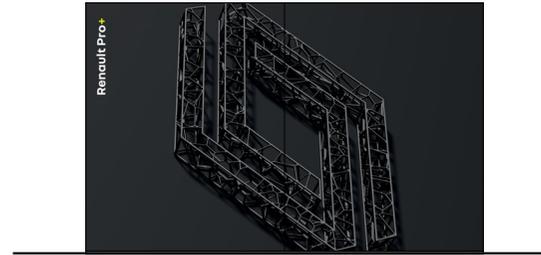
8 x 3 fresco

3000

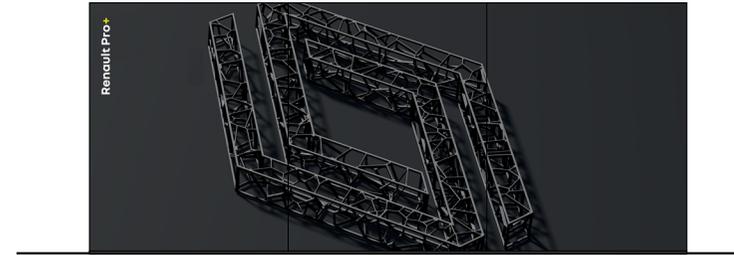
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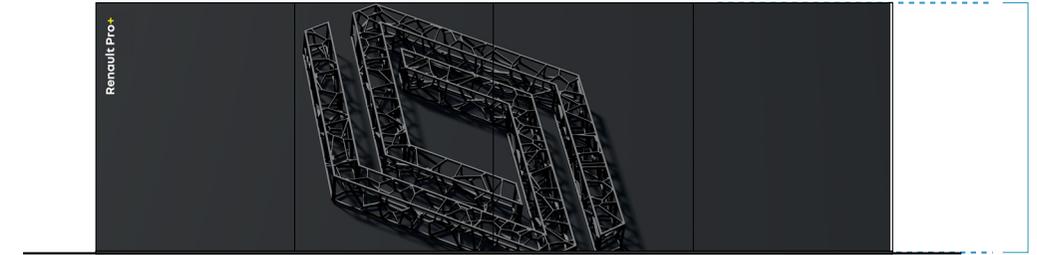
## 4.4 frescoes of Renault Pro+ zones



4 x 2.5 fresco

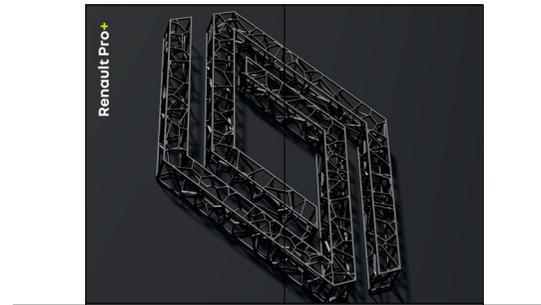


6 x 2.5 fresco

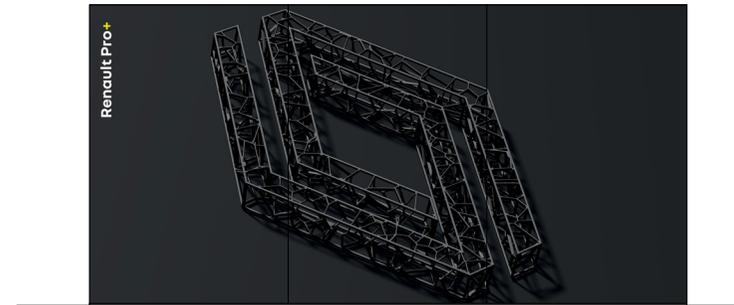


8 x 2.5 fresco

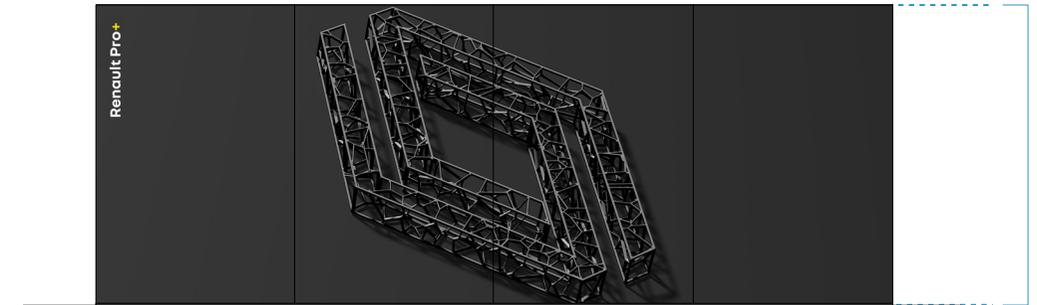
2500



4 x 3 fresco



6 x 3 fresco



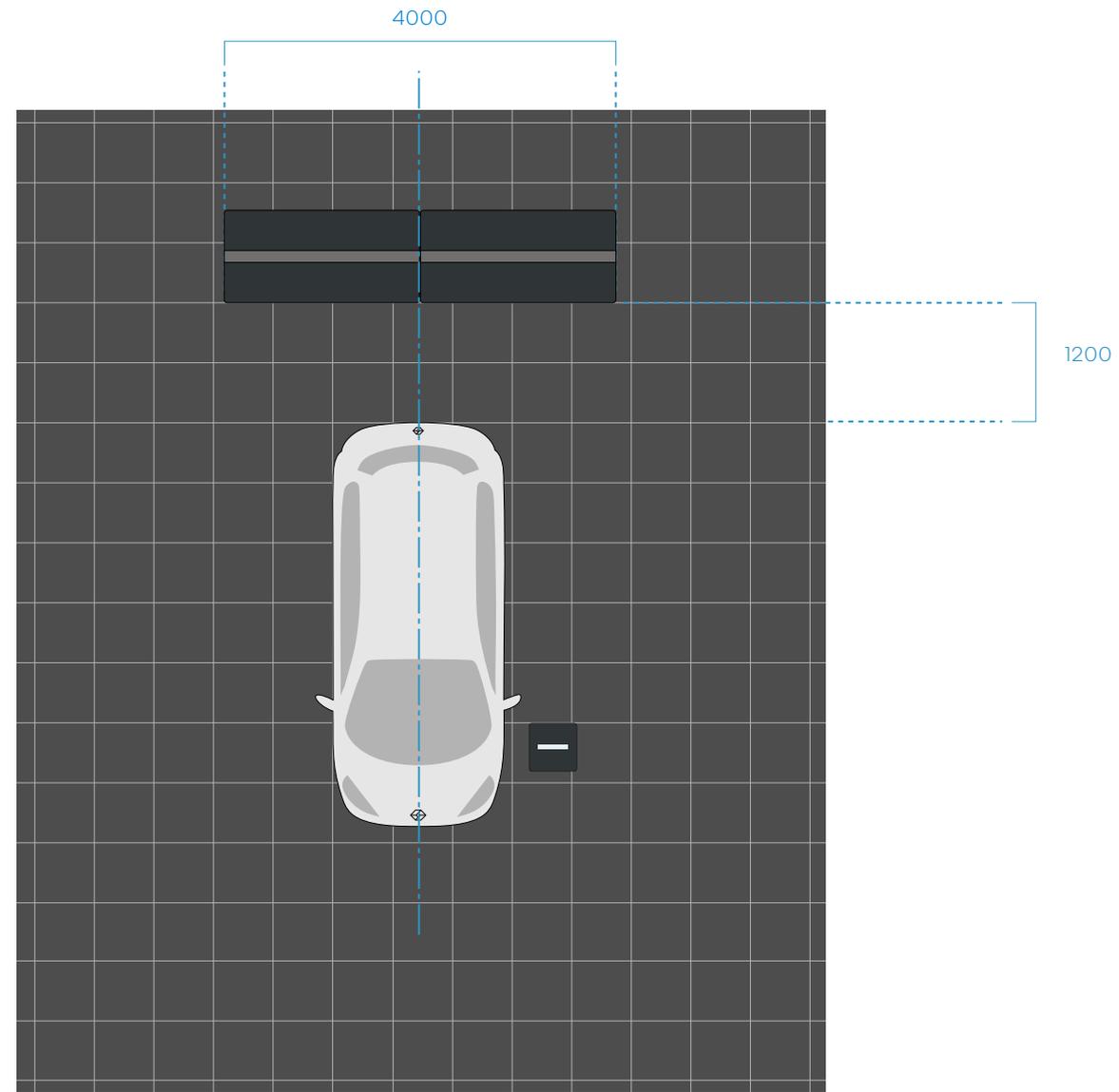
8 x 3 fresco

3000

### reproduction

HD files are available for reproduction in these different formats.

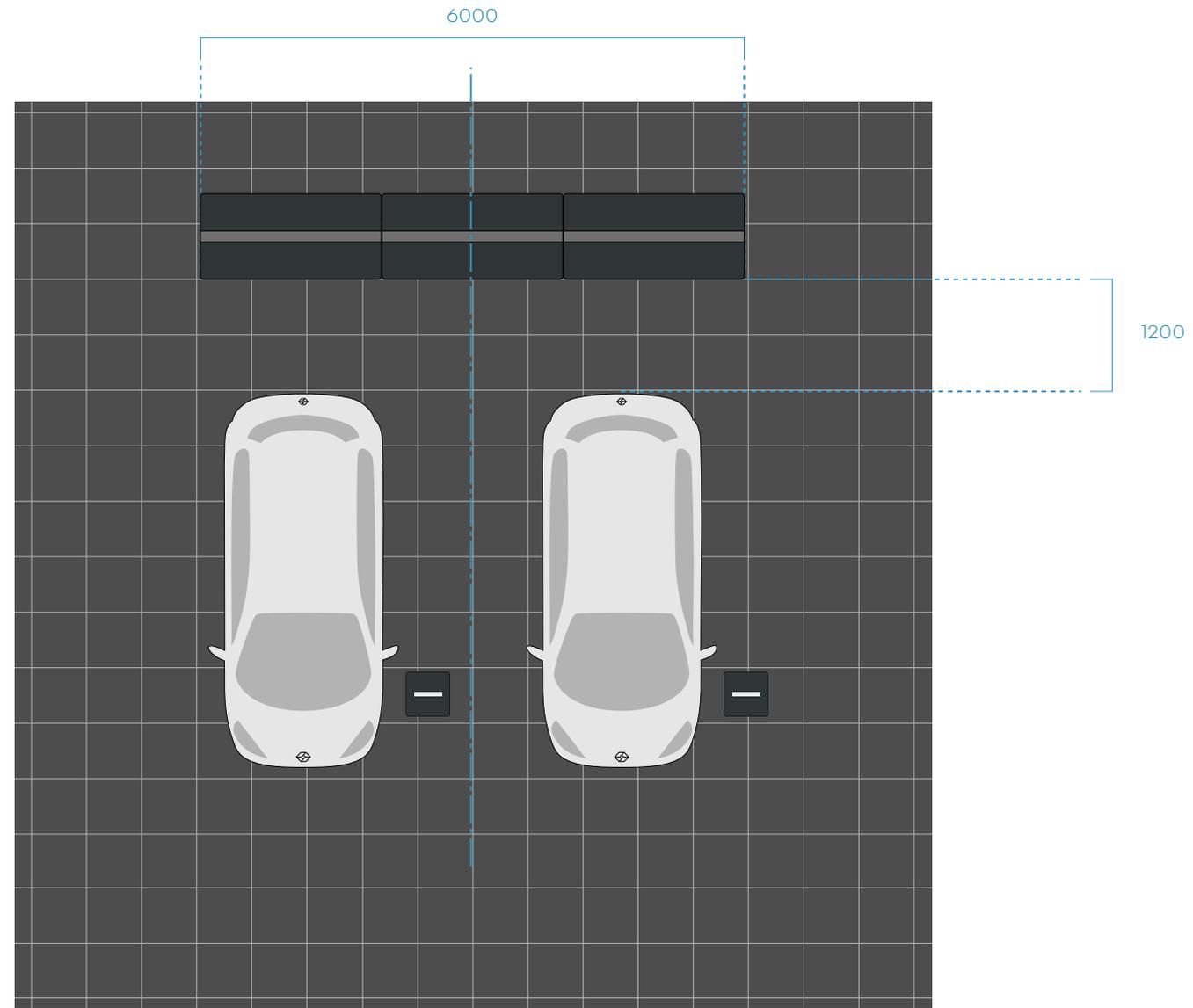
### 4.5 one-vehicle zone with 4m fresco



#### principle

drawing below shows the generic recommendation to implant vehicles in a product zone using a fresco.

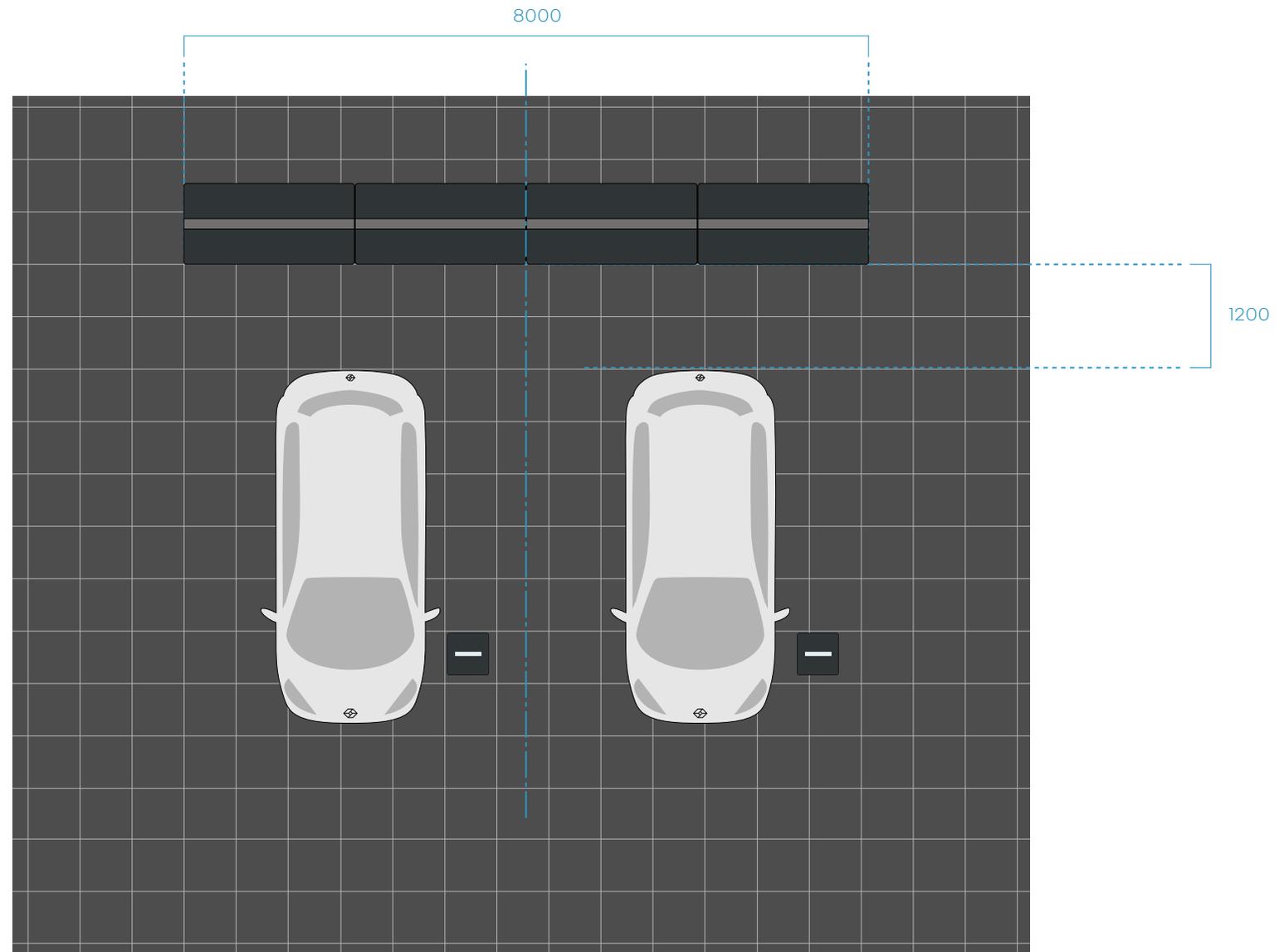
### 4.6 two-vehicle zone with 6m fresco



#### principle

drawing below shows the generic recommendation to implant vehicles in a product zone using a fresco.

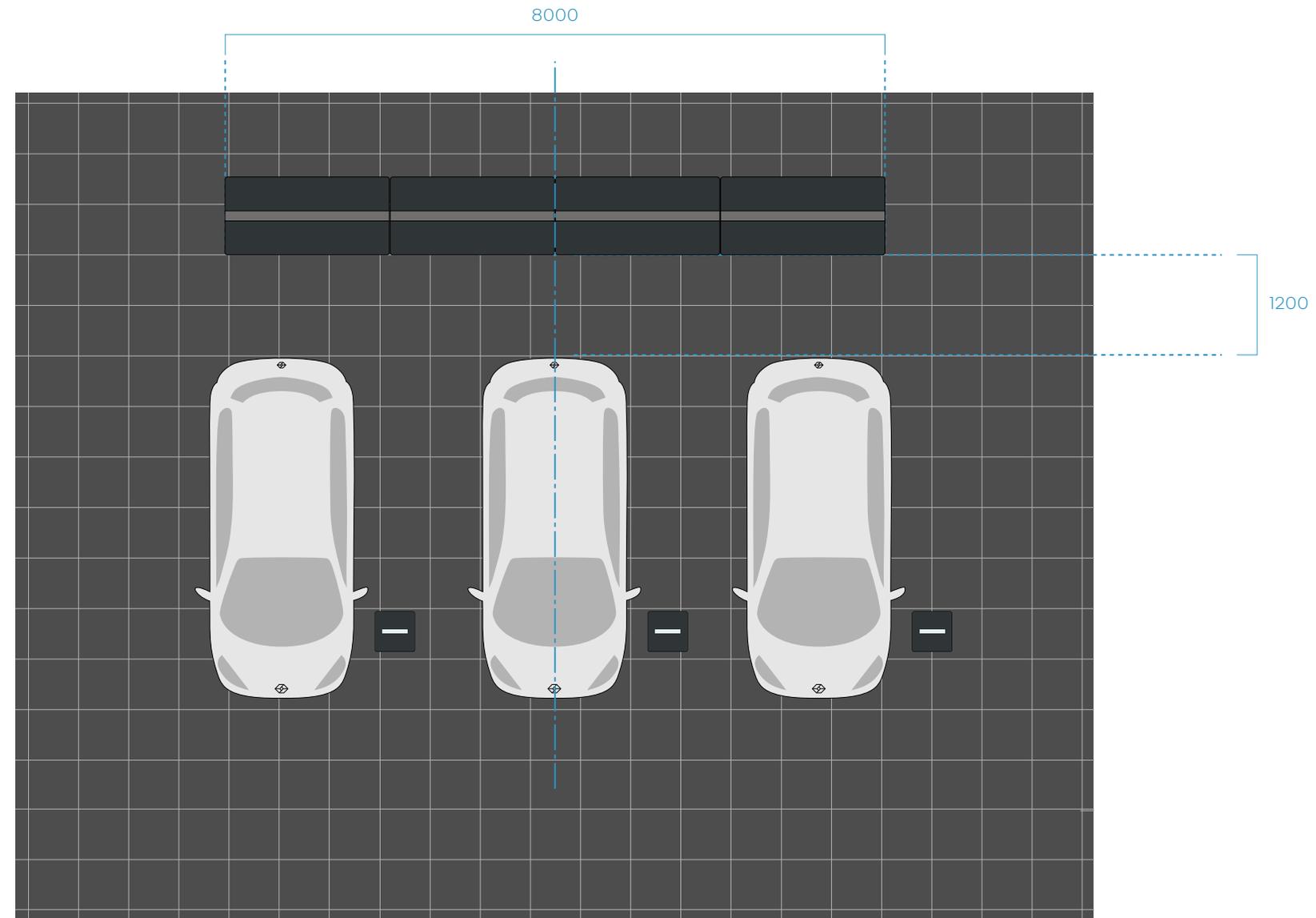
### 4.7 two-vehicle zone with 8m fresco



#### principle

drawing below shows the generic recommendation to implant vehicles in a product zone using a fresco.

### 4.8 three-vehicle zone with 8m fresco



#### principle

drawing below shows the generic recommendation to implant vehicles in a product zone using a fresco.

## 4.9 basic module

### description

The backdrops are based on a module of w. 2,000m x h. 2,974m (or 2,474mm).

This item is made from a peripheral aluminium section forming a frame to which a stretched canvas is attached on the front and rear faces.

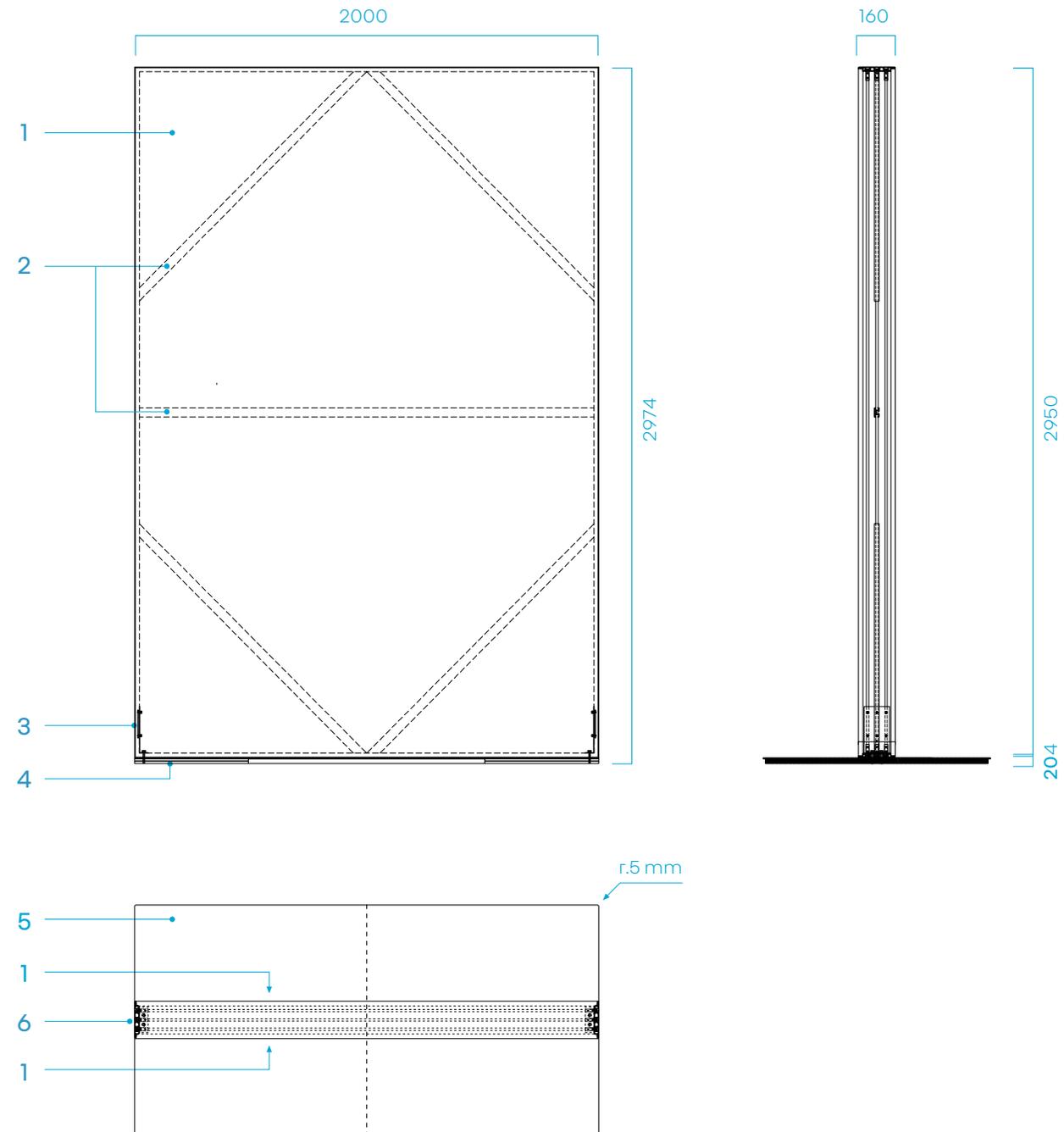
The canvas is secured by means of a rod clipped into the grooves of the aluminium section.

Canvas must be opaque.

The assembly is attached to the floor using steel plates acting as ballast.

These plates have a metal lacquer finish in grey RAL 7024 (made in 1 or 2 parts).

- 1 Front of stretched canvas, digitally printed
- 2 Internal brace structure
- 3 Angle bracket
- 4 Rubber pads
5. Plate finish, 50/10 steel plating, lacquer finish, grey RAL 7024
- 6 Peripheral aluminium section comprising mounting channels with a lacquer finish in grey RAL 7024.



## 4.10 assembly of modules

### description

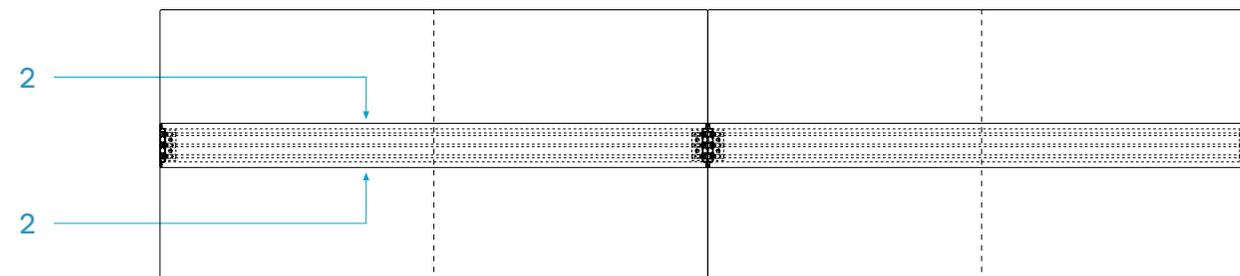
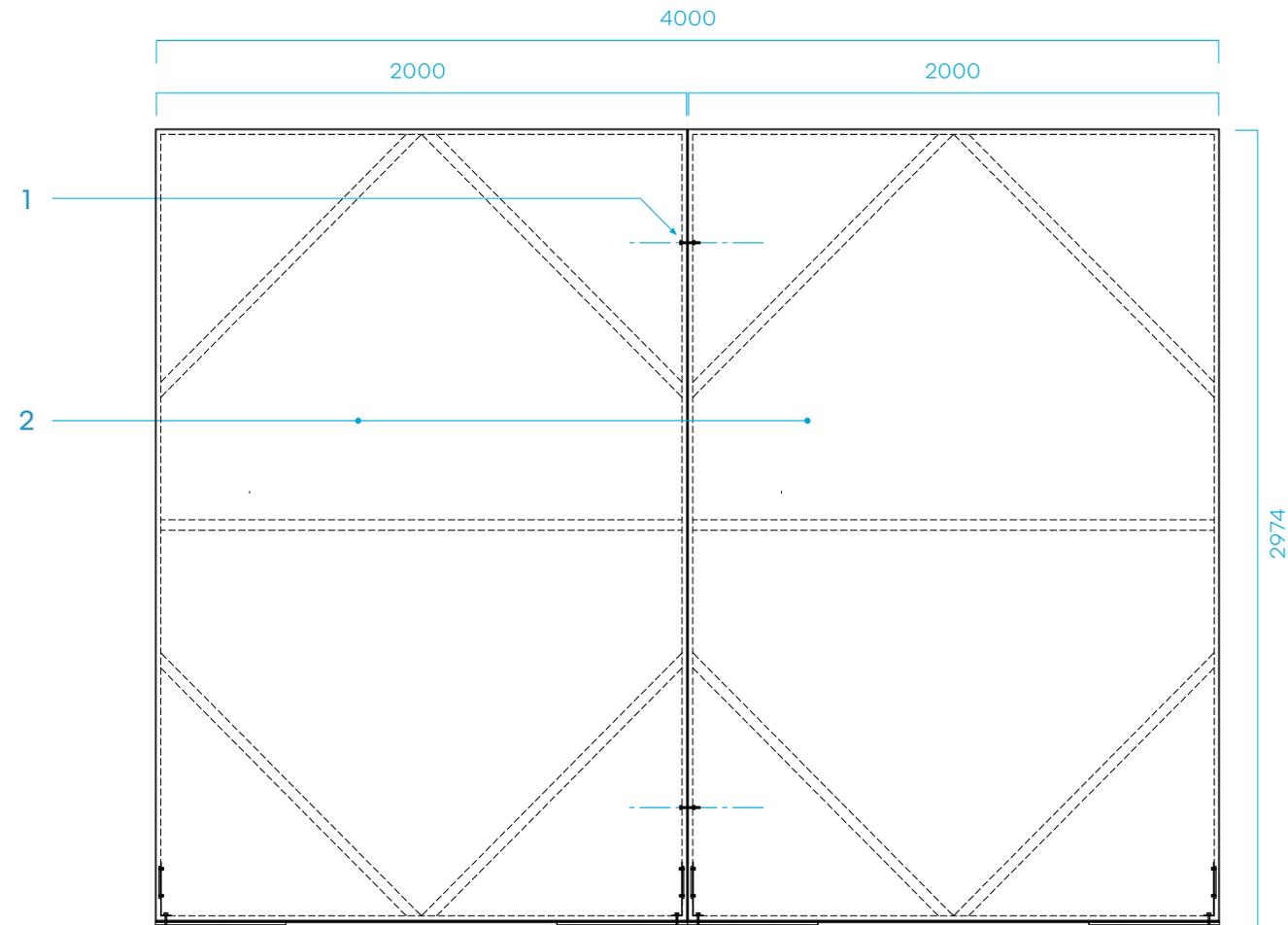
The basic modules (w. 2,000 mm x h. 2,974 mm) can be assembled to make a larger display area.

In this case, the intermediate vertical joints must be unobtrusive, requiring correct alignment of the modules.

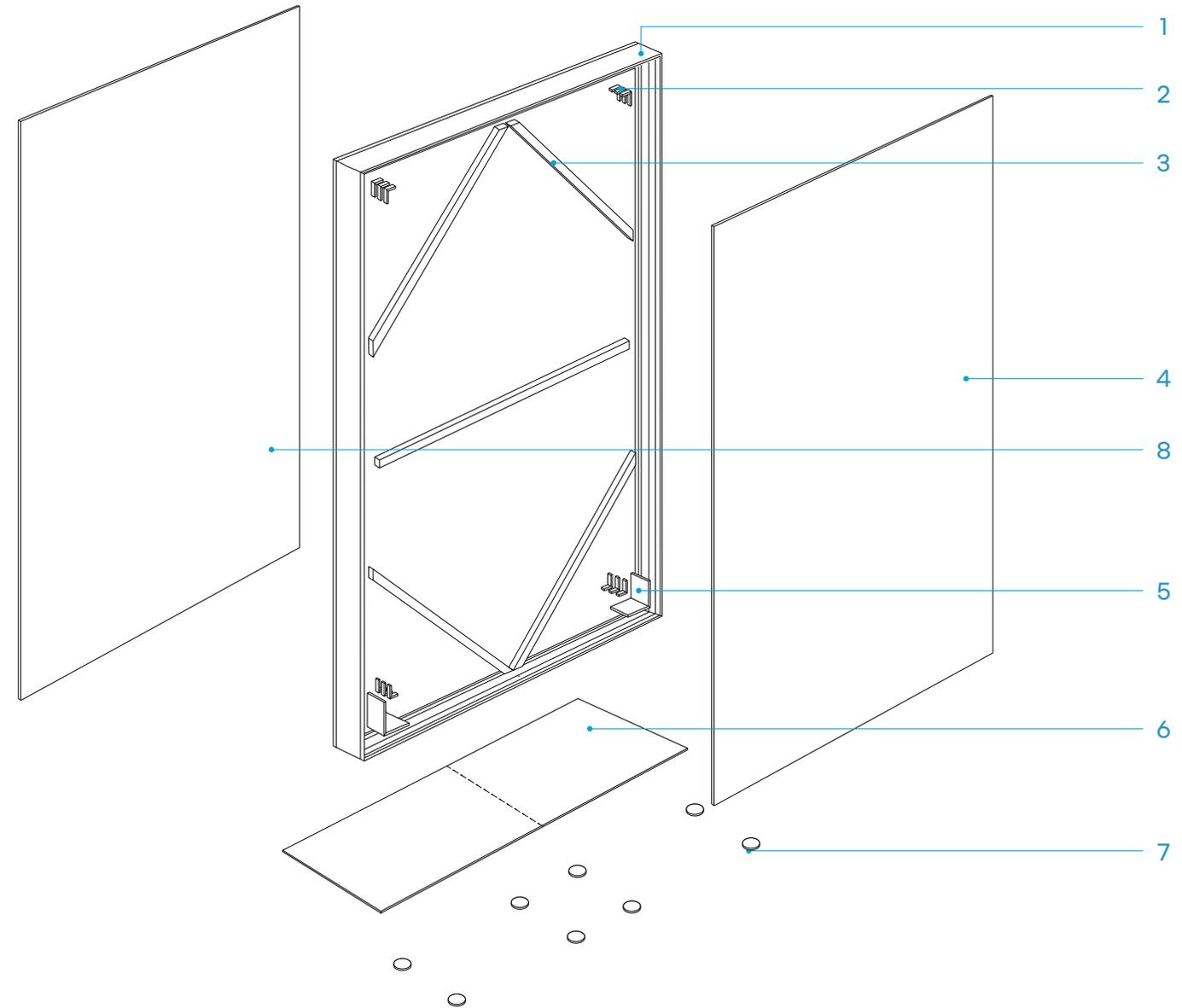
The rear face of the backdrop may be fitted with either:

- a canvas printed in the same way as at the front.
- a neutral canvas in a mid-grey shade similar to RAL 7024.

- 1 Mountings between modules  
(procedures to be defined by the supplier)
- 2 Stretched canvas (w. 2,000 mm x h. 2,950 mm).



## 4.11 exploded view



### key

- 1 Peripheral aluminium section comprising mounting channels, lacquer finish in grey RAL 7024.
- 2 Angle bracket for peripheral sections
- 3 Internal brace structure
- 4 Right side of stretched canvas, digital or neutral printing
- 5 Steel bracket attaching frame to plates
- 6 Plate finish, 50/10 steel plating, lacquer finish in grey RAL 7024
- 7 Rubber pads
- 8 Rear face of stretched canvas, digital or neutral printing in grey RAL 7024.

## 4.12 shape of profile

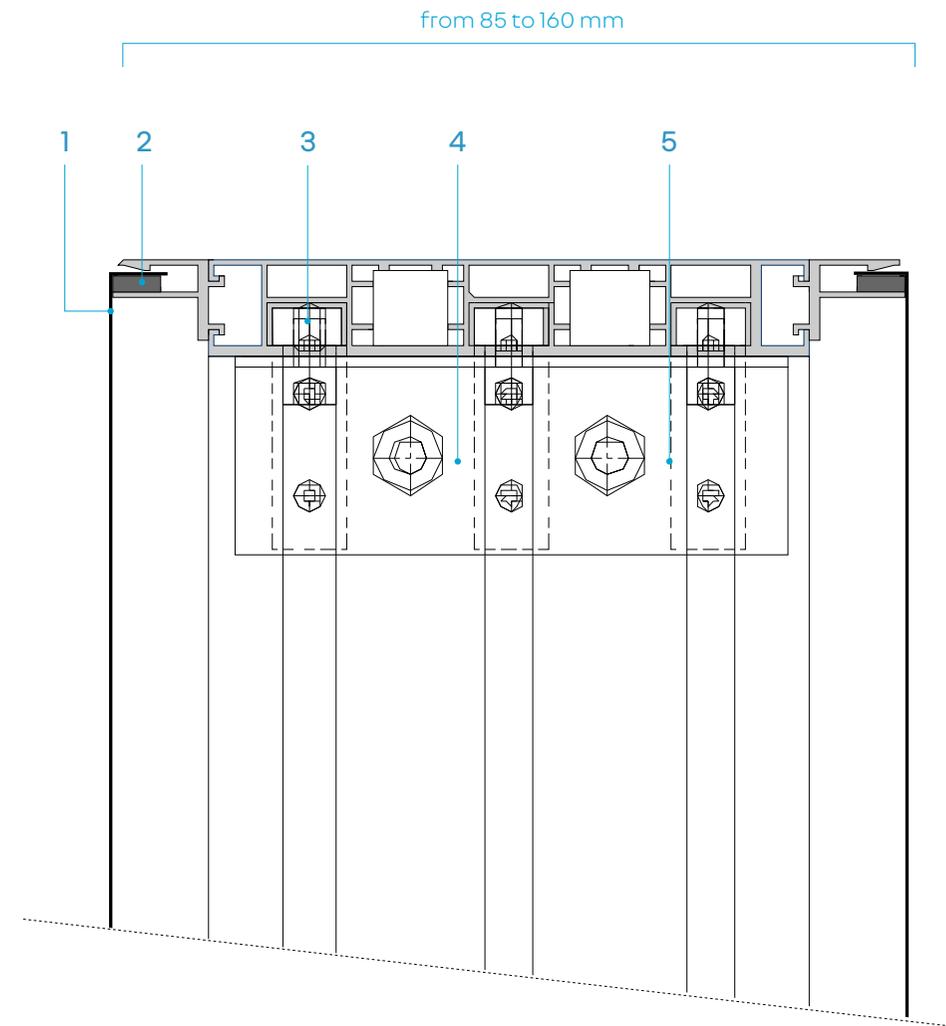
### description

The drawing opposite shows the recommended assembly principle for securing the stretched canvas.

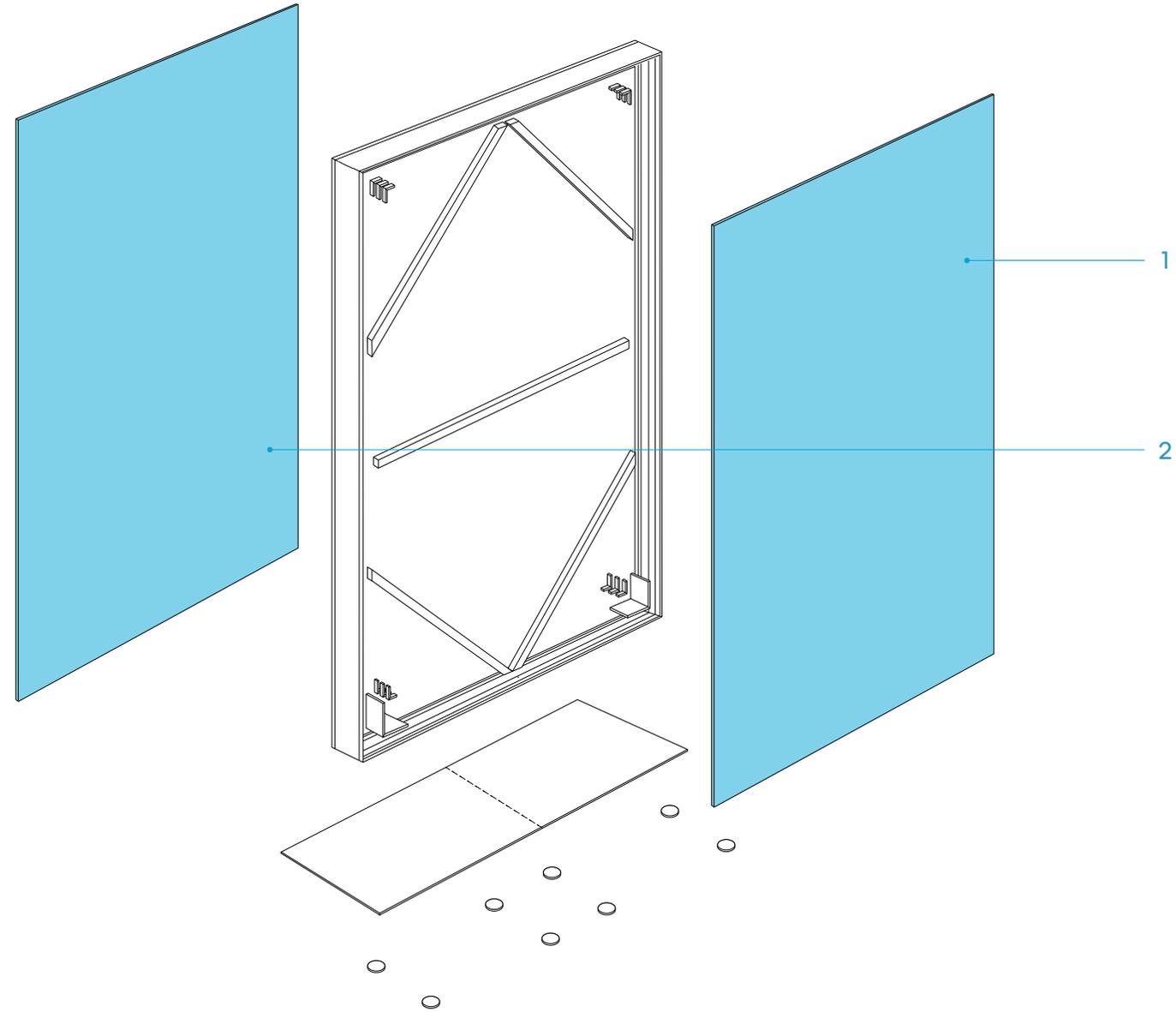
Section design may be adapted but the following conditions must be respected:

- the rod must be positioned from the front in such a way as to largely conceal the section on the front face (no overlapping bead).
- the visible side section must be smooth (no visible slots).

- 1 Canvas face
- 2 Silicon rod sewn to canvas
- 3 Setting screw to hold brackets in place
- 4 Angle reinforcements to mount sections to plates
- 5 Section joint brackets fixed to the mounting channels



## 4.13 update of frescoes



### principle

Visuals of the frescoes are regularly updated by removing and replacing the existing faces.

### key

- 1 Front side of stretched canvas,
- 2 Rear face of stretched canvas, digital or neutral printing in grey RAL 7024.

### Note

The back doesn't have to be retrofitted when it's in neutral grey.

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