



**PINC**<sup>NG</sup>  
● graphic**design**haus



**P.INC Graphic Design Haus** was founded on October 1st 2002 in Beirut, Lebanon and has expanded to Lagos, Nigeria since 2014 in partnership with NJ Africa. In 2018, we will officially move in to our own studio.

**P.INC** follows the Swiss Design style, which is a mixture of both Swiss and German designs. We have a refined approach to the development of graphics, and are dedicated to create innovative designs. We offer personalized services, and act as a boutique agency servicing every client as a unique and highly valued individual. We are a creative agency that thinks outside of the box. Our concept is based on our passion for non-traditional graphic design, Storytelling, branding and creative experiences.

**P.INC** transforms brands, grows businesses, and tell brand and product stories. Each brand has its own characteristics and personality, which we create and grow. We cover a large range of creative and digital projects with one purpose in mind... to create experiences.

**STORYTELLING. CONCEPT  
DEVELOPMENT. TREND SETTING, BRAND  
STRATEGY. BRAND IDENTITY. BRAND  
MANAGEMENT. BRAND CONSULTING.  
PROMOTIONAL BRANDING.  
PACKAGING DESIGN. EDITORIAL  
DESIGN. WEBSITE DESIGN. MOBILE  
APPLICATION. COMMUNICATION  
CAMPAIGNS. SOCIALMEDIA.**



**Our vision** is to guarantee to our clients an outstanding brand image and to help them build long-lasting brand equity. We research and develop adequate market strategies to create unique layouts and designs, ensuring that they are in line with our clients' corporate image/ concept and can successfully portray the messages that they wish to convey.

**Our Mission** is to brand products based on a good understanding of the market, and a long-term strategic vision, and to deliver adequate and innovative visual communication for these brands thus helping them fulfill their ultimate objectives.

**Our aim** is for companies to move forward by building great brands and shaping reputations. With a deep understanding of branding and marketing we approach things from different angles, different perspectives – challenging the status quo and pushing the limits. The perfect mix of business strategy and creativity at the heart of everything we do – we call it strategically creative.

**We have proudly worked for clients in the following industries amongst others:**

Financial Services and Banking  
Health Care  
Consumer Packaging  
Goods Financial Services and Banking  
Health Care  
Consumer Packaging Goods  
Architecture/Construction  
Technology  
Alternative Energy  
Industrial  
Publishing  
Luxury products  
Apparel  
Food and Beverages  
Music  
Auto-motives  
Fashion  
NGO Groups



## Our Clients in NIGERIA

ova (Internet Solutions)  
Zen Group (Construction)  
Snake Island (Integrated Free Zone)  
Computer City  
American Furniture  
Addidas  
Office World  
Mazen Engineering (Construction)  
Continental Feeders (Dairy Food Distributers)  
Savannah Soaps  
Zen Juice & Butter  
Fizzmaster Chapman (Soft Drink)  
Black Horse (Plastic Furniture)  
IHS Towers  
Mikano International Limited  
SAF ( Outdoors Plastic Furiture)  
Belimpex (Toilet Paper factory)  
Landmark Center (Event Venue)  
Bottles Mexican Restaurant  
Lost in Lagos Magazine  
Jagal Group (Oil & Gas)  
Nigerdock (Oil & Gas)  
Nigerstar 7 (EPCI Contractors)  
Sushi burrito & Co. (S.A)  
Beasts . Beirut Events & Street Shows  
TKup (Chai Latte)  
Black Star studios (Music Studio)  
Mega Plaza Shopping Center  
Legacy Sports (La Liga's Marketing company)

Ziatech Nigeria Limited  
(Generators) Greenkey Facility Management  
DAJU online (Business Online Platform)  
InterContinental Hotel Lagos  
Lagos Poker Club  
Global Management Challenge Nigeria Xploit  
Danfo Bistros & Dives  
Nigerbev  
12rgy  
Novatrack  
American International School Lagos  
Cytogene  
La Pointe  
Sharwarman Co  
Smart Distributors LTD  
AAA Marketing  
Bottles restaurant  
Idearize



## SOME OF OUR INTERNATIONAL CLIENT LIST

### LEBANON

Patchi  
Virgin Mega-stores  
Zuhair Murad  
Middle East and Africa Bank  
Jammal Trust Bank in Beirut & Egypt  
Yeprem Jewellery  
Virnart jewellery  
Vero Moda Fashion Show  
Sacrosanct in London & Beirut  
Fashion TV (FTV)  
EWE (Emerging World Entertainment)  
Harley-Davidson  
American University of Beirut  
The National Football Stadium of Beirut  
The Medical Syndicate of Beirut campaign,  
'Health & Pollution'  
The 60th Anniversary of Trad Hospital  
Abdul Rahim Diab / Hitachi  
Entertainment TV  
Rotana Fame Academy  
Fifty Cent Concert  
Antony Papas concert  
George Acosta Concert  
Tall Paul Concert  
Al Salam Holding  
Sanine Roastery  
Loewe Essencia Launching  
Wild Discovery Travel and Tourism  
Voile Bleu Beach  
Palm Springs Village  
C&C (Conferences & Conventions)  
Nandos Beirut (Restaurant)  
Melrose (Restaurant)  
Belorient (Restaurant)  
Strange Fruit (Club)

Julia's Italian (Restaurant)  
Claudia's Italian (Restaurant)  
Il Forno Italian (Restaurant)  
Food Yard (Restaurant)  
Bar Louie (Resto/Bar)  
Slim'n life (Restaurant)  
Thai Delivery Project (Restaurant)  
Thai (Restaurant)  
House of Salads (Restaurant)  
Omsiyat (Restaurant)  
Royal Plaza Hotel Fish Market  
Souvlaki Greek Food  
Bar Med  
Fenchy(Restaurant)  
Henry's Cafe  
City Sandwiches  
Pascucci Cafe  
Bed Pub  
Auberge de Faqura  
L'Escroc (Restaurant)  
Molly Mallones (Resto/Bar)  
Oliver's (Restaurant)  
Hamra Gate (Restaurant)  
Fula (Restaurant)  
StarBuzz Tex-Mex (Restaurant)  
Khan el Kahlil (Restaurant)  
Blush boutique club  
B O18 Classic Club  
Express (Restaurant)  
Meito Cafe  
Royal 1920/Mya  
Add Mind  
Hands (Architectural/Interior Company)  
HICE (Industrial Kitchen Equipments)  
Kaztel (Cellular Shop)

Liban Carte (Cellular Shop)  
Promofix (marketing company)  
Civiarch (Architectural/Interior Company)  
WAF (investment company)  
SETENDA (investment company)  
SNSE (investment companies)  
HITACHI: ABDUL RAHIM DIAB  
PRINCESS  
NAZIH TRADING  
MCTC Brochure  
TIIGAN  
MELG  
Sk Bijoux  
Al Mokadam Group

### UAE

Centric Consulting  
FT Design  
180 Degrees Interior  
Takaful  
ADD Media Publications  
Potential  
The White Label

### KUWAIT

B+F (Restaurant)  
Design Squared

### KSA

Al Mugayel Group  
Rashaf Investment  
Shamou Investment  
Unimac  
Sacep  
Saudi Investor  
ChemsBro

Sushi Yoshi (Restaurant)  
Melange (Restaurant)  
ALFORN (Restaurant)  
Crepe Factory (Restaurant)  
Nakhil (Restaurant)  
Pizzaiolo (Restaurant)  
The Cofi Shop  
Wrapawarma (Restaurant)  
Attalah Happy Land  
Yummy Tummy candy shop  
Transit Supermarket  
Katana Japanese Bakery  
Re-branding Sushi Yoshi (Restaurant)  
Atallah Happy Land (Amusement Park)  
B-Concept

### JORDAN

HRH QUEEN RANIA OF JORDAN FOUNDATIONS  
Jordan River Foundation  
Jordan River Childrens Program  
Jordan River Community Empowerment

### ANGOLA

IBC JUICE  
AQUA VITA

### SUDAN

Riders Diner

### EGYPT

Libnani

### LIBYA

Tilisy Group  
Afmenco  
Keyman  
Technoserve

### VENEZUELA

Beirut Café



## LATEST WEBSITES

a.com.lb  
nigerstar7.com  
beasts.me  
nj-africa.com  
ziatech.net  
sushiburritoandco.co.za  
bccl.info (under construction)  
legacysports-ng.com  
changecommerce.cn  
purangol.com  
mc.com.lb  
bluering.com  
elkhouryandpartners.com  
faircointl.com  
alsafiwater.com  
cellis.org/default.aspx  
krikita.net  
fomahome.com/default.aspx  
vitob.com/default.aspx  
telcotravel.com  
np-designs.com/home.aspx  
beirutgp.com  
lbcfoundation.org/default.aspx  
albasel.co  
saudilebanese.com/default.aspx  
house-of-art.com.hk/default.aspx  
jgroup-me.com/default.aspx  
alumcogroup.com  
only-create.com  
ilgustino.com  
pro-services.net  
fuzkudia.com/default.aspx  
telco-zone.com  
t-lawadvisors.com



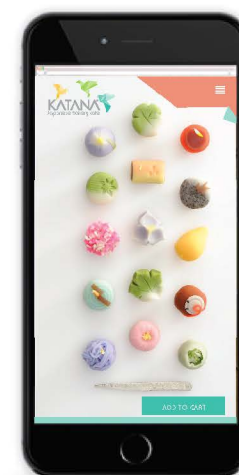
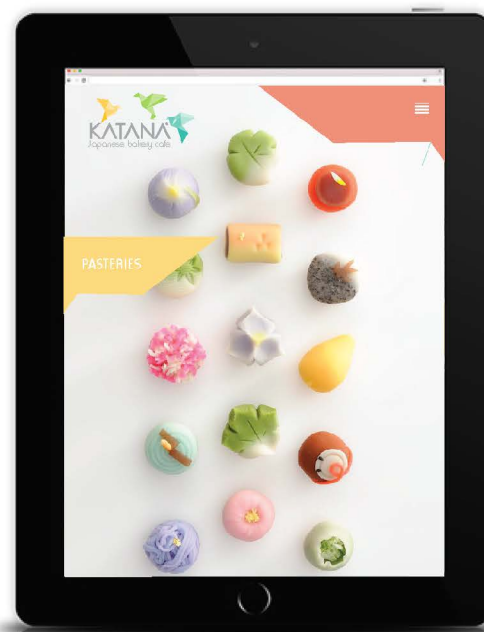


Katana bakery cafe • Jeddah • Kingdom of Saudi Arabia  
Tel: 01 300606 • Email: [info@kbc.com](mailto:info@kbc.com) • [www.kbc.com](http://www.kbc.com)



Katana bakery cafe • Jeddah • Kingdom of Saudi Arabia  
Tel: 01 300606 • Email: [info@kbc.com](mailto:info@kbc.com) • [www.kbc.com](http://www.kbc.com)





刀  
ese bakery cafe



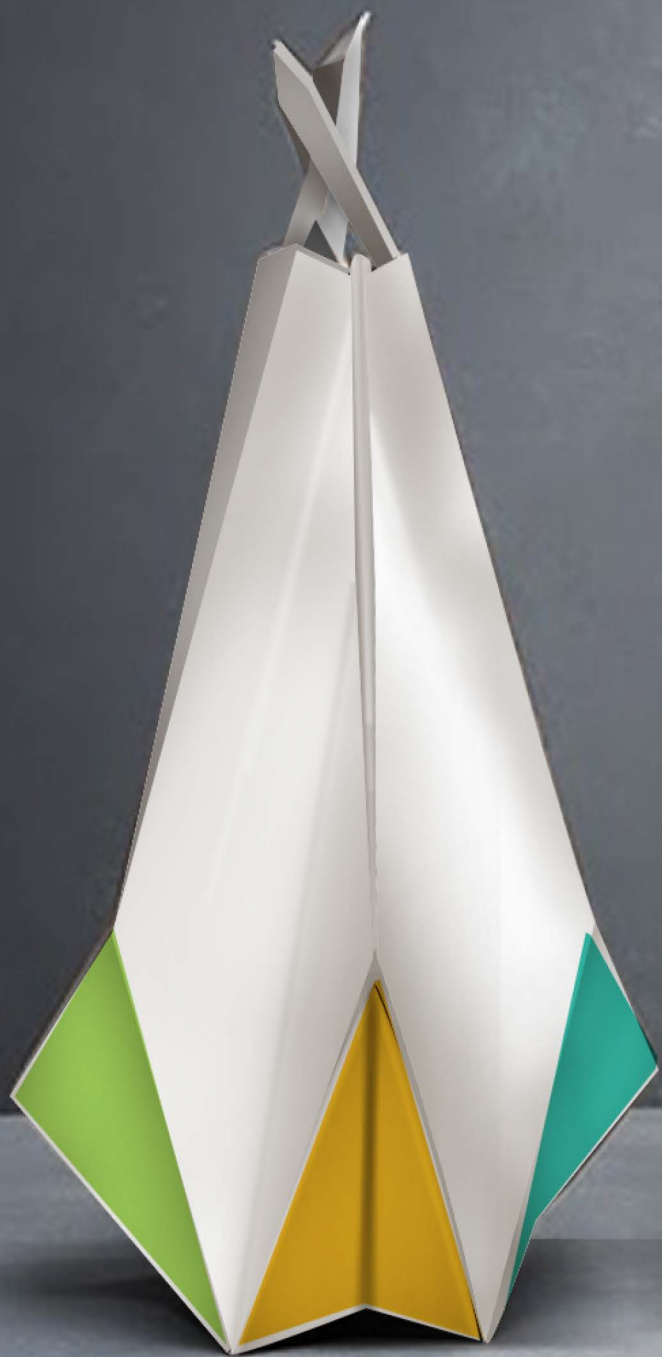


  
**KATANA**  
Japanese bakery cafe  
**Menu**



**KATANA**  
Japanese bakery cafe  
**Delivery menu**











**SUSHi  
BURRiTo  
& Co.**

**SUSHi  
BURRiTo  
& Co.**

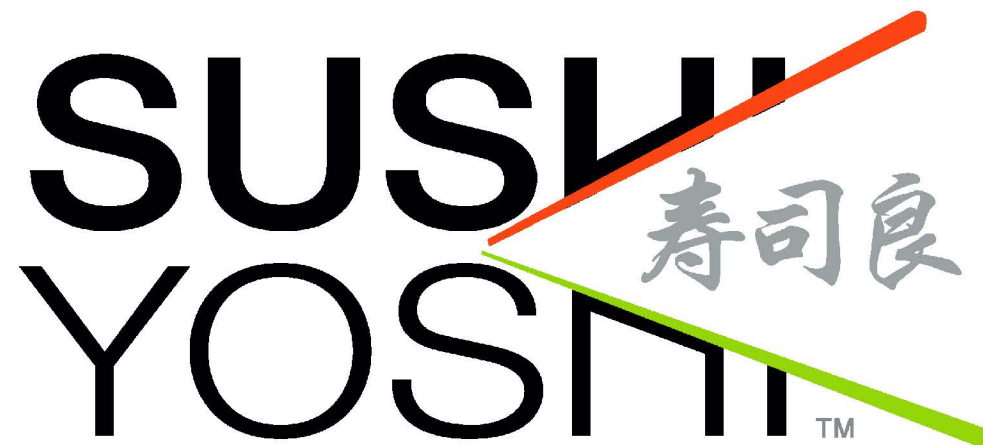
**SUSHi  
BURRiTo  
& Co.**

**Menu**

**DRINKS**







sushiyoshionline.com

SUSHI  
YOSHII  
sushi-yoshionline.com

寿司良

The story of  
Sushi Yoshi

Once upon a time in a far away land lived a man named Sushi Yoshi who loved to eat raw fish. Over time his sons began to enjoy the art of sushi making. Each of his sons created a different type of sushi to impress their father. Sushi Yoshi chose the best of these creations to be placed in the menu.

物語  
寿司吉

かつて遠く離れた土地に生魚を食べることを愛していた寿司吉という人が住んでいました。時間が経つと、吉は寿司作りの芸術を楽しむようになりました。彼の息子たちは、それぞれ、父親に習わせるために異なるタイプの寿司を作りました。寿司の吉は、息子の創作物の中から最高のものを選んでメニューに入れました。

SUSHI  
YOSHII  
sushi-yoshionline.com

配達

sushi-yoshionline.com  
寿司良

sushi-yoshionline.com

寿司良

**SUSHI**  
**YOSHI**  
sushi-yoshionline.com



院内

inhouse menu

寿司イール



EAL SUSHI  
Avocado, Eel  
Rice & Tofu 18SR

寿司良  
PLATTERS

Crab mix  
Salmon Skin  
Eel  
Shrimp Tempura  
Shrimp & Avocado  
Shrimp  
Crab  
Philadelphia Cheese  
Spicy Tuna  
Crab  
Philadelphia Cheese

18SR



Maki Mix  
Salmon Skin  
Eel  
Shrimp Tempura  
Shrimp & Avocado  
Shrimp  
Crab  
18SR



マキックス

Maki 巻  
Salmon Skin  
Eel  
Shrimp Tempu  
Shrimp & Avo  
Shrimp  
Crab  
18SR



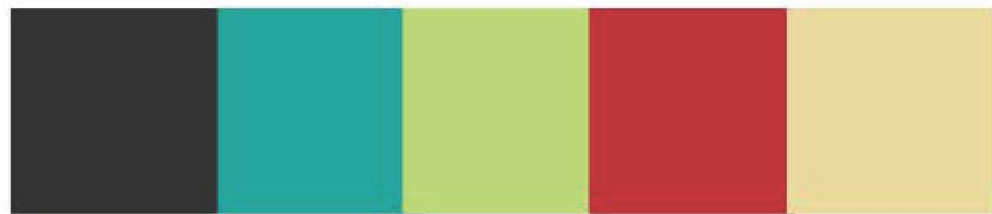






olio

PIZZERIA









CLASSIC WHEELS  
**OLD JOB**

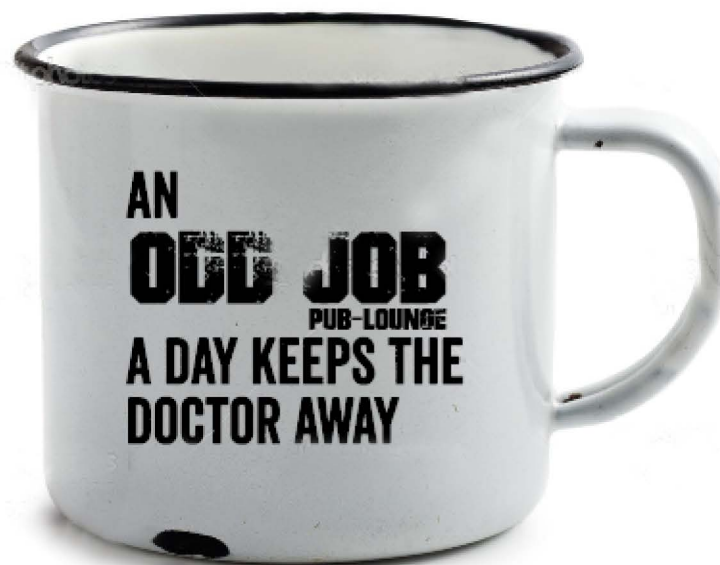
**PUB**  
**20**



**LOUNGE**  
**16**

DO THE JOB... BE ODD

**WILD AND WICKED**







MATTARELLO  
OSTERIA  
IL VINO

#### CONTORNI

SPINACI SALTATI CON BURRO E PARMIGIANO  
Sautéed Spinach with Parmesan and Butter  
PATATE AL FORNO CON ROSMARINO  
Baked Potatoes with Rosemary  
VERDURE MISTE GRATINATE  
Baked Mixed Vegetables  
PURE DI PATATE CON OLIO TRUFFATO  
Mashed Potatoes with Truffle Oil  
PEPERONATA  
Braised Bell Peppers

VAT INCLUDED

MATTARELLO  
OSTERIA  
IL VINO

## Salads

- HALLOUMI SALAD** → 8.000 L.L.  
 With lemons, tomatoes, a balsamic dressing, pepper, salt, olive oil, feta, and a touch of honey.
- JEAN D'AROCCA SALAD** → 10.000 L.L.  
 A house salad with balsamic, olive oil, and a touch of honey.
- SAROUILLA SALAD** → 10.000 L.L.  
 A house of salad, with, fresh lemon, cucumber, tomato, feta, olive oil, and special tangy laban balls, and proper house dressing.
- THE GREAT GREAT CAESAR SALAD** → 3.000 L.L.  
 Crisp romaine lettuce, topped with Caesar dressing, topped with chicken and cheese.
- CANCUN CHICKEN SALAD** → 12.000 L.L.  
 Crisp lettuce topped with balsamic, marinated grilled chicken with avocado, pineapple, tomatoes, shredded cheddar cheese, and a touch of mayo.
- SNOUBRA SALAD** → 10.000 L.L.  
 Porcini pasta with cucumber, tomato, avocado, olive, seaweed, seaweed, and a touch of lemon.
- GRILLED VEGETABLES SALAD** → 11.000 L.L.  
 Grilled and sautéed green peppers, mushrooms, zucchini, eggplant, and a touch of olive oil.



## Sandwiches

- DEFINITE STEAK SANDWICH** → 12.000 L.L.  
 A house steak sandwich with a balsamic dressing, topped with cheese and a touch of honey.
- CHICKEN NOO SANDWICH** → 10.000 L.L.  
 A house chicken sandwich with a balsamic dressing, topped with cheese and a touch of honey.
- MARDESSI SUB** → 8.000 L.L.  
 A house sub sandwich with a balsamic dressing, topped with cheese and a touch of honey.
- CRISP SANDWICH** → 10.000 L.L.  
 A house crisp sandwich with a balsamic dressing, topped with cheese and a touch of honey.
- ICE** → 11.000 L.L.  
 A house ice sandwich with a balsamic dressing, topped with cheese and a touch of honey.
- BBQ** → 10.000 L.L.  
 A house BBQ sandwich with a balsamic dressing, topped with cheese and a touch of honey.

bliss



diner & lounge

## SALADS

Mixed Salad with Grapefruits, Mustard Oil Sauce  
Rocca Salad with Peach and Parmesan, Balsamic Oil Sauce  
Endive Salad with Apples and Walnuts, Roquefort Sauce  
Goat Cheese Salad with Walnuts, Xeres Oil Sauce  
Shrimp Salad, Savory Mustard Oil Sauce  
Grilled Vegetable Salad, Balsamic Tomato Sauce

## ENTREES

Salmon Mille Feuilles, Horseradish Cream  
Crab Sticks, Wasabi Cream  
Vermicelli wrapped Shrimp Tempura, Sweet & Sour Sauce  
Salmon Club with Avocado and Chipped Potatoes  
Frankfurter with Chipped Potatoes

## PASTA

Rigatoni with Cherry Tomato Sauce  
Farfalle with Spinach Cream Sauce  
Fettuccini Alfredo with Bacon Bits

## MEAT

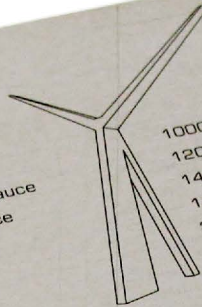
Cheeseburger wrapped in Lettuce with Jumbo Fries  
Chicken Skewers with Wild Rice, Satay Sauce  
Sirloin Steak with Grilled Mushrooms and Rocca Salad, Kiwi Sauce  
Filet De Boeuf with Anna Potatoes, Pepper or Mushroom Sauce

## FISH

Hamour Ratatouille, Champagne Sauce  
Royal Dorade with Fennel, Lemon Oil Sauce  
Grilled Tuna, Wasabi Honey Sauce

## DESSERT

Fondant au Chocolat with Vanilla Ice Cream, Canelle Sauce  
Caramelized Mille Feuilles with Pineapples  
Tiramisu with Sugar Flakes  
Strawberry Tart with Strawberry Ice Cream  
Exotic Fruit Basket with Lemon Zest Ice Cream  
Sorbets - Strawberry, Mango, Lemon Zest, Vanilla, Chocolate, & Caramel



10000 LL  
12000 LL  
14000 LL  
12000 LL  
22000 LL  
10000 LL

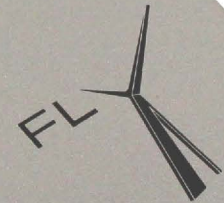
18000 LL  
12000 LL  
24000 LL  
18000 LL



16000 LL  
37000 LL  
39000 LL

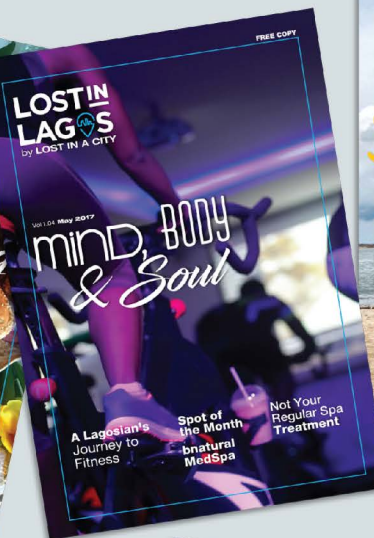
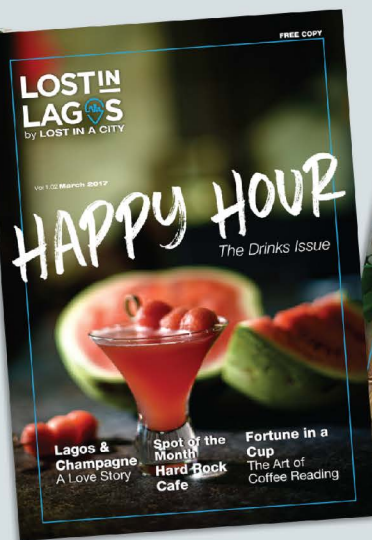
24000 LL  
24000 LL  
28000 LL

10000 LL  
8000 LL  
8000 LL  
6000 LL  
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6000 LL



Value Added Tax included

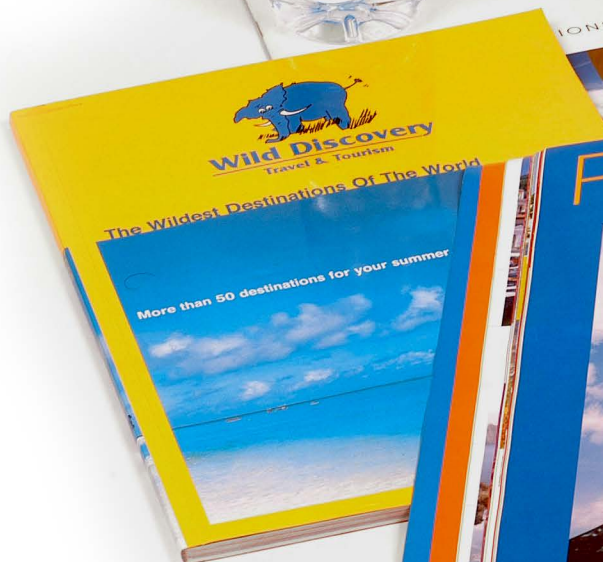






Travel & Tourism services: Ticket & Hotel reservations, Travel Insurance, Transfers & Transportation,  
Family Holidays, Spas, Cultural & Educational programs, Honeymoons, Customized Trips,  
Corporate Trips, Incentive programs for companies

Take off the right way with wild discovery and Wild Discovery will arrange a trip on how depart



IONS of the WORLD  
2003 - 2004



How about celebrating the 300 anniversary of St. Petersburg being the capital of the Russian Empire?

#### Highlights:

- 1. Moscow, Russia and their history
- 2. St. Petersburg, Russia (Imperial Museum, Peter and Paul Fortress, the Hermitage Museum)
- 3. Travel insurance and the travel program
- 4. Travel insurance and the travel program
- 5. Travel insurance and the travel program
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- 9. Travel insurance and the travel program
- 10. Travel insurance and the travel program

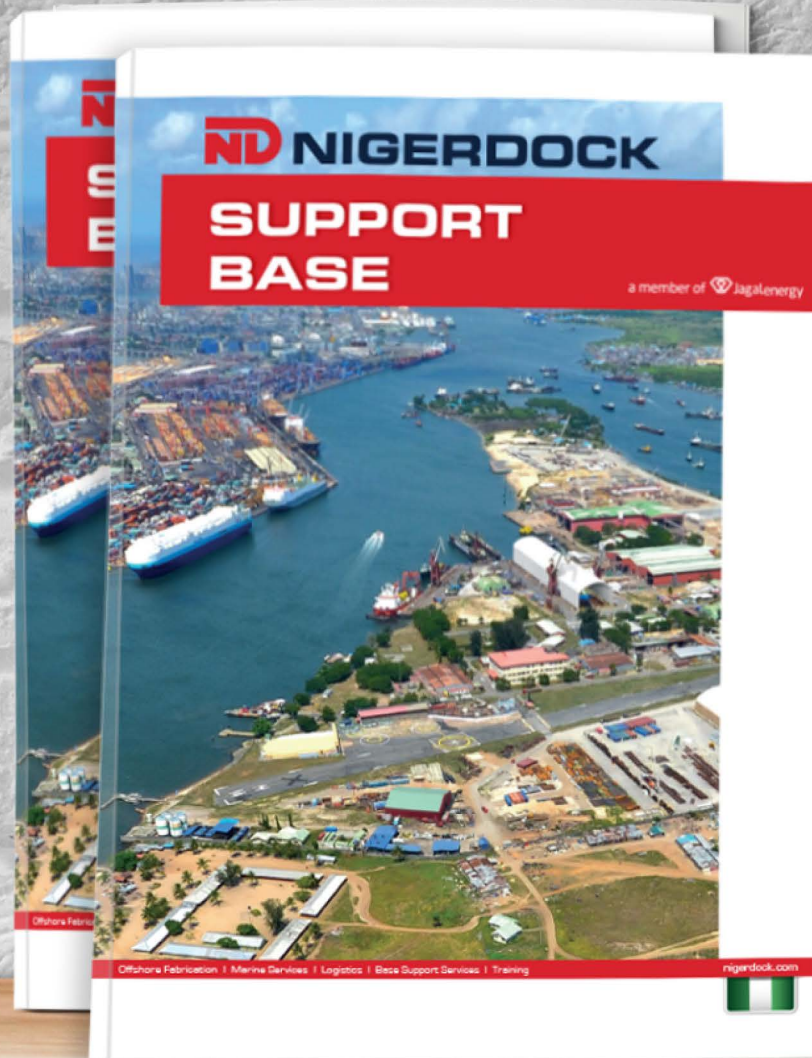


St. Isaac's Cathedral is one of the most famous and largest cathedrals in the world. It was built by the architect Yury Fyodorovich Zolotarev. The cathedral is a masterpiece of Russian architecture and is a must-see for anyone visiting St. Petersburg.

## Russia



WILD DISCOVERY SUMMER HOLIDAYS



**SIIFZ**  
SPECIAL INVESTMENT  
INTEGRATED FREE ZONE



**Nigerdock (established by Govt. 1984)**

- 100% Nigerian owned
- Operated by Japan in 2000
- ISO 9001:2000 (and) ISO 14001:2004
- One stop, full port services accommodation

**Shaka Island Integrated Free Zone (2002)**

- 100% Landfill duty - tax free zone, owned by Japan (2002) - ISO 9001

**Logistics & service support**

- Logistics base - service park - support services
- Services (management of imported container from International Logistics)



**PROJECT ONE STOP SHOP**

**Components**

- Full inspection and shipyards facilities
- Subsea technology park
- Skids and logistics base
- Pressure vessel manufacturing facility machine shop
- Storage and distribution

**Support services**

- Free zone processing
- Power, water, utilities and waste
- Communication services
- Lifting and transport services
- ISO 9001 part security
- Full accommodation services with recreation & restaurant
- Bank
- 24/7 medical facilities



a member of **Logistics**

Offshore Services / Marine Services / Logistics / Base Support Services / Training



nigerdock.com

## NIGERDOCK SUPPORT BASE

Your Project's "One Stop Shop"

### SIIFZ SNAKE ISLAND INTEGRATED FREE ZONE

- Established in 2005
- 252 hectares of free zone
- More than 4km's of waterfront access
- Project "One Stop Shop"
- Duty free import/export, tax as well as immigration exemption
- Full port facilities

a member of  lagalenergy



Platform Fabrication | Marine Services | Logistics | Other Support Services | Training

[nigerdock.com](http://nigerdock.com)



01



**SAF**  
SELF ASSEMBLY FURNITURE

THE LUXURY OF QUALITY



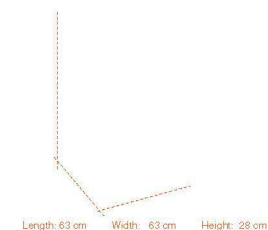
## SANTORINI

SOLID MONOBLOC RATTAN DESIGN CHAIR

For use in Offices, Homes, Restaurants, Cafes, Event Centres, Clubs & Outdoor Areas



Black-Strawn Arctic White Mocha Strawn Dark Grey Metallic Silver



**SAP**  
SELF ASSEMBLY FURNITURE

With a wide choice of different styles and sizes, including matching sets of chairs and tables, our outdoor dining furniture helps you create a favourite spot to eat out right there at home.

2 Year Warranty on Normal Use

# BACK to NATURE



2 Year Warranty On Material Use

## LUGANO

SOLID MONOBLOC RATTAN DESIGN CHAIR

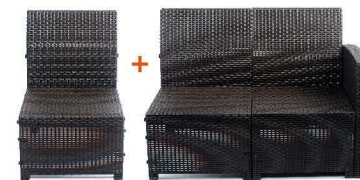
For use in Offices, Homes, Restaurants, Cafes, Event Centres, Clubs & Outdoor Areas



Black-Brown
 Arctic White
 Mocha Brown
 Dark Grey
 Metallic Silver



Length: 63 cm Width: 63 cm Height: 28 cm



**SAF**

SELF ASSEMBLY FURNITURE

With a wide choice of different styles and sizes, including matching sets of chairs and tables, our outdoor dining furniture helps you create a favourite spot to eat out right there at home.



**MIKANO**  
INTERNATIONAL LIMITED

POWER GENERATION  
PRODUCTS & SOLUTIONS  
STEEL FABRICATION  
CONSTRUCTION EQUIPMENT

 **PHILIPS**  **Schneider Electric**  **Raychem**  
from TE Connectivity

[www.mikano-intl.com](http://www.mikano-intl.com)



[www.mikano-intl.com](http://www.mikano-intl.com)



[www.mikano-intl.com](http://www.mikano-intl.com)

#### d. Gourmandines

**Location:** Gourmandines Section

**Expectations:** You are expected to learn the below topics in detail by the time you complete this section:

- The Gourmandines and Patchino concept
- Line-up and families
- Coding
- Display (clear and attractive)
- Storage conditions
- Expiry date and Quality Management
- Stock-take
- Order placement and replenishment processes

#### Exercise:

Go through the whole Gourmandines and Patchino sections, check that the products are arranged by expiry date (oldest in front), check stock availability and report your findings to your trainer.

#### e. Patchi Celebrations

**Location:** Baby & Wedding Section

**Expectations:** You are expected to learn the below topics in detail by the time you complete this section:

- Coding
- New/discontinued items
- Special requests
- Complementary decorated items: trays with lollipops, marzipan, dragées...
- Time interval for decorating chocolate and souvenir wrapping
- Order taking and communicating with the workshop
- Commitment to customer
- Display by theme and gender (how many trays to display and how)

#### Exercise:

Observe a staff member handling a difficult customer request, follow the process from placing the order until delivery (support from workshop is required).

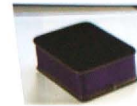
#### Tips:

When you go to the chocolate section, do not focus on memorizing every piece in this section, as decorated models keep changing. Focus on how to answer a customer's request accurately and promptly, and follow up with the order. The key is to note down correctly and in full detail customers' requests to avoid any confusion and mistakes at the counter. If staff did not take the request, YOU did. When in doubt, contact the customer to avoid mistakes.

Patchi  
Training Plan



Since 1947  
ARAKELIAN  
Jewelry boxes



*Inspired by Luxury*

Arakelian was founded in 1947 and has since then  
achieved ongoing successes, becoming a world leader  
in the production of quality jewelry boxes, coverings



Since 1947  
ARAKELIAN  
Jewelry boxes



## INTRODUCTION

The LC is located on the grounds of Landmark Village, a spectacular beachfront location extending over 24 acres in Victoria Island, the heart of the vibrant and lively Lagos business district and metropolis. This location makes it easily accessible from anywhere in the city and makes it the perfect location for any event. Coupled with this accessibility and flexibility with the centre's established commitment to environmental and social sustainability and you have the making of a conference, convention or exhibition that can only be described as exceptional on every level in a venue that is guaranteed to impress.

The centre provides over 2,300 m<sup>2</sup> of flexible exhibition and trade show space making it an ideal destination for an event of any occasion or size. The Buchanan Hall is a large rectangular space with a ceiling height of 10m. This space is fully divisible and can be configured into three separate venues for smaller exhibitions, banquets or conferences. Storage containers are provided at every 5m throughout the hall, through a unique underground circuit of sliding containers.

Both the ceiling and the floors of the Buchanan Hall have been designed to accommodate heavy industrial or commercial vehicles. A large non-slip shower area provides washdown services for the hall grounds. The car entrance or loading equipment display. Flat floors allow vehicles to be fast and easily driven to the top and back down.

Landmark Village has been built to last and is a truly unique and exceptional venue for your event.

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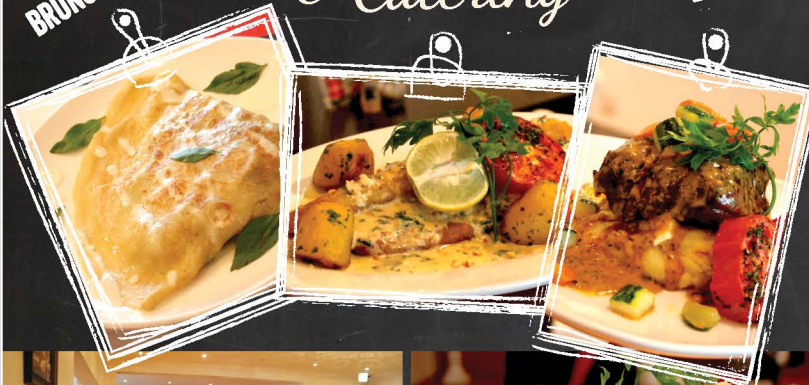
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