

STONE WITH SOUL GUIDE



CONTENTS

1 Introduction

2 Concept

3 Backstage

4 Creators

5 Communication

6 SWS Resources

7 Visual

STONE WITH SOUL

TRAILER

<https://1drv.ms/v/s!ArlUSVgDSm0LhL44dDS3-91b0nJLLg?e=ovkwMn>



TOUCH THE LIVING PERFECTION

The magic of the soul lies in the abstract and incomprehensibility. There is no visible evidence of the existence of the soul, and therefore there is room for our imagination. Our perception will be valid only for us. If we look at our world as an inanimate matter without a soul, we are doomed to live life superficially. Or we can transform it, breathe life into it, awaken it's soul. The soul is also connected with the beauty of experience, love, closeness. We each create our own reality and it only depends on us what the world around us will look like.

Even stones can have a soul. Through our perception, they come alive. They are perfect. They reflect the wisdom of the ages, resilience and the strength to resist time and the elements. If you are meditative, you will hear them communicate.

Welcome Technistone material into your home. Its soulful beauty permeates the entire space, unlocks every heart and conjures a magic in the interior, which will attract you with its sensual lightness, colorful playfulness and attractiveness.

“Even stones can have a soul. Through our perception, they come alive.”

everlasting beauty

TechniStone®

WHY DO WE SEEK THE SOUL IN STONE?

- stone is an integral part of life
- it is utilized in many forms - architecture, modern design, timeless home furnishings
- stone lives and survives for centuries, the soul of time lives with it
- it is an identity, a reflection of individuality - the character, qualities and nature of its owner
- it is nostalgic, remembering stories... some last for a moment, others remain inscribed forever



everlasting beauty

TechniStone®

BEHIND THE SCENES

How to awaken life in the seemingly inanimate? How to find the soul in stone?

The story began with the selection of a creative agency that took on the unconventional project with energy, zeal, and enough courage to find the right way to express it.

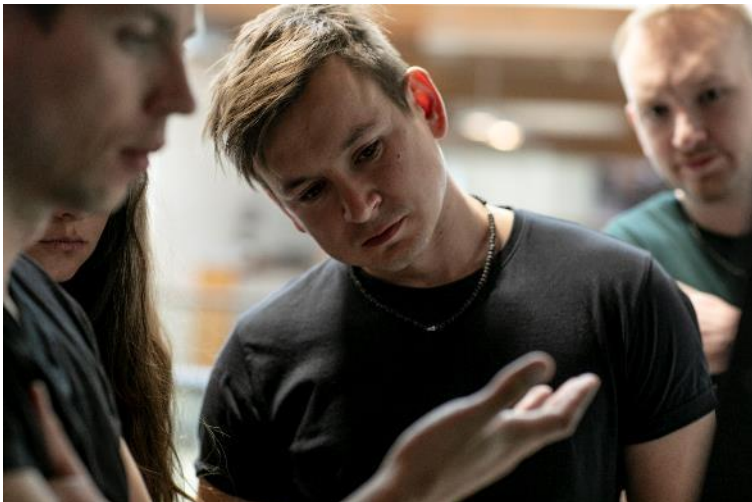
What we were looking for:

- experienced team
- originality
- credibility
- creativity
- enthusiasm



WHO ARE JUSTMIGHTY ?

- digital and marketing agency
- operating since 2014; based in Brno, Czech Republic
- creative corporate identity and commercial brand promoters
- communication strategists
- comprehensive project support through in-house video production
- references: [Škoda](#), [Nutrend](#), [Nextbike](#), [Endeka](#), [Eset](#), [Moneus](#), [Lawya](#) a další



<https://www.justmighty.cz/>



everlasting beauty

TechniStone®

HOW DID THE PROJECT WORK?

- 14 months of preparation, planning, consultation and creation of a new concept
- 5 months of production of videos and bumpers, involving a team of about 25 people
- **the main task - to bring the product to life** and express it visually!
- the idea of presenting TechniStone® materials through **innovative living sculptures**.
- bodypainting handed over the textures of the materials to the actors, with the final design being refined digitally in post-production, where the details of the pattern of the materials were fine-tuned to the required perfection



- the effect of merging with the background (wall tiles, kitchen) was ensured by 3D technology
- the important choice of lighting, space, extras, make-up and detail
- post-production - assembling the best shots, editing, visual effects (interior, live sculptures, etc.), professional voice-over and sound
- great importance of voice selection - lilt, intonation, a voice that caresses the soul

everlasting beauty

TechniStone®



COMMUNICATION VISUAL PROMOTION



SWS PROMOTIONAL MATERIALS AND RESOURCES

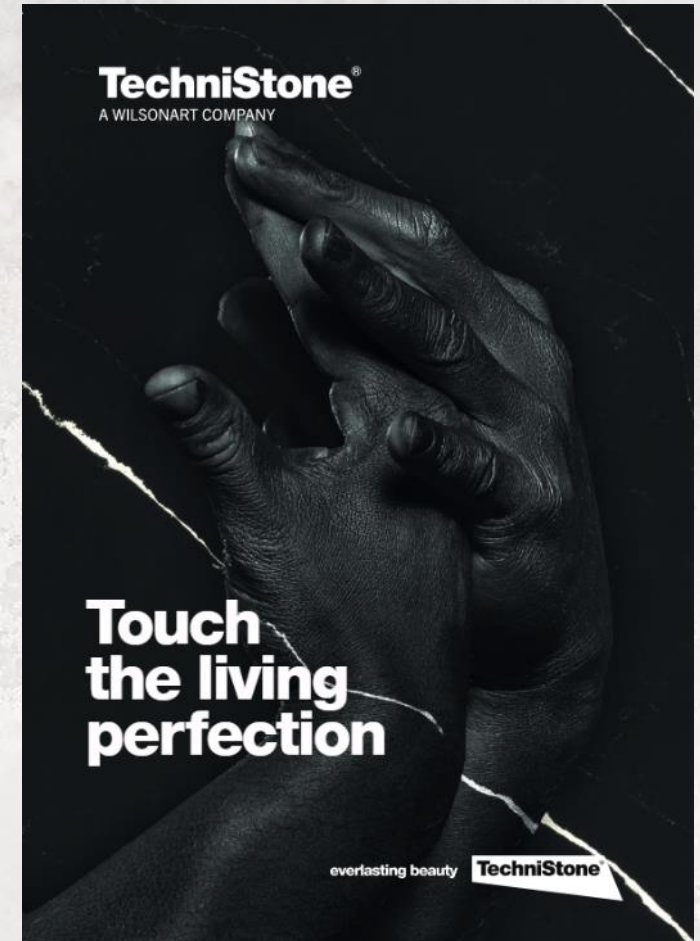
BROCHURE Stone With Soul (EN printed version, other language versions online)

- available for download at:
 - Technistone website, [brochure](#) section
 - [Partner portal](#), brochure section
- EN version of the brochure will be included in marketing support packages

GRAPHIC MANUAL pdf

- available for download:
 - Technistone website, The company section – [Brand manual](#)
 - Technistone website, [Customer Service](#) section
 - [Partner portal](#), Graphic Manual document

RESOURCES OVERVIEW LAUNCH CAMPAIGN exc



STONE WITH SOUL BROCHURE



everlasting beauty **TechniStone®**

GRAPHIC MANUAL



TechniStone®
A WILSONART COMPANY

BRAND STANDARDS MANUAL

COMMUNICATION CONCEPT
STONE WITH SOUL



Open it!

everlasting beauty



everlasting beauty

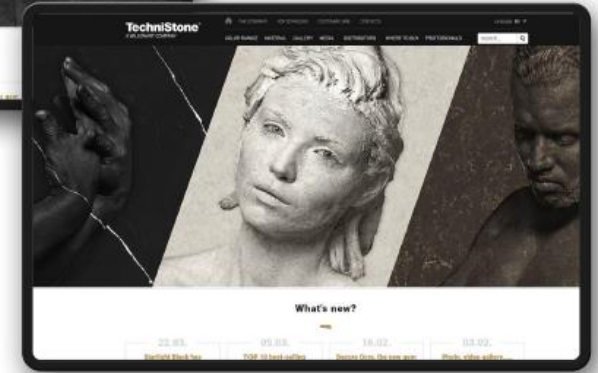
TechniStone®



ONLINE COMMUNICATION



WEBSITE



WEBSITE

TechniStone®
A WILSONART COMPANY

ZAVRÍT X
EN ▼

- COLOR RANGE
- MATERIAL ▼
- GALLERY ▼
- MEDIA ▼
- DISTRIBUTORS
- BUY OR VISIT
- PROFESSIONALS ▼
- THE COMPANY
- FOR DOWNLOAD
- CUSTOMER CARE
- CONTACTS

TechniStone®
A WILSONART COMPANY

HOME RANGE MATERIAL GALLERY MEDIA DISTRIBUTORS BUY OR VISIT PROFESSIONALS

COLLECTIONS SHADE

touch the living perfection
Crystal Calacatta Silva

What's new?

- 29.07.** A rare guest shows up at...
A rare guest visited our TechniStone® show the other week.
- 12.07.** In the summer times...
At home on the terrace or in the garden, enjoy the past or the present.
- 01.07.** New Breton software creates...
The current market for quartz made its choice.
- 14.06.** Luxury mountain apartments...
Whether in winter or summer, the mountain has become a holiday resort.

What is TechniStone®

TechniStone® is a premium composite material, consisting of a reinforced matrix of natural quartzite, accented with high quality granite, for the most sophisticated products, is completed by color pigments and is finished with a slender and bound form a high performance, resistant and resistant to scratches, stains and resistant with different thicknesses and surface finishing. Our exclusive technology allows you to create the most beautiful and most durable products. TechniStone® is a solution for applications in both residential, commercial and public spaces.

MORE ABOUT TECHNISTONE®

About TechniStone® Materials

TechniStone® material consists of high quality natural raw materials (quartz and granite) and glass mirror fractions and a small amount of colour pigments. Everything is joined together, with high-quality polyester resin and machined into highly durable slabs. Thanks to carefully selected raw materials and original Breton production technology, TechniStone® achieves excellent properties, especially high strength and compactness. Customers especially appreciate the easy maintenance, non-porous surface and high resistance to bacteria and scratches. An extensive range of colours and patterns offers a flexible number of options for combining engineered stone with other interior elements.

Material advantages

- European quality and accuracy of processing
- Italian made original Breton technology
- Sophisticated measurement of color shades slabs
- Colour uniformity, pattern throughout the depth of material
- Over 90% natural ingredients
- Use of recycled materials for selected products
- Use of the seamless connection plates for perfect line patterns
- Compact material without pores
- Harmless (no health hazard)
- Certification and tests according to European and American standards



Trend Collection

Interior design is influenced by industrial style through the characteristic natural beauty of raw materials. Modern technological advancements in the processing of raw materials have greatly changed the perception and use of building materials in the traditional presentation of art. It is on this basis that we have prepared a new collection of four materials made from hardened TechniStone® stone, inspired by elements of urban and city architecture. The name is **TREND**. Not only are the materials new but also the original surface finish called Terra which combines soft 3D reliefs with an almost plastic structure. The surface called Terra is a preferred alternative to the latest product called **Ambiente Light** and **Residence Dark**. This collection justifiably complements the **Sabi Urban** and **Noble Concrete Gray** in the popular matt finish.

[See all colors from the Trend Collection.](#)

Noble Collection

The Noble Collection expresses a perfect balance between the dynamics within the beauty of nature's phenomena and 21st century technology. The collection gives rise to a new generation of marble patterns with the special characteristics of engineered stone. Our innovative colors are centered on shades of greys and browns with such amazing depth, it brings home a true to life 3D effect. Nobles are offered in lausy shades of white, beige and brown, with delicate hints of elegant grey or black lines completing the look.

[See all colors from the Noble Collection.](#)

Terazzo Collection

The world has again been enchanted by the Terazzo motif. The design that was previously popular in architecture is returning to conquer interior design. Fabrics, wallpapers, decorations, furniture, accessories - patterns of color fractions on a uniform background have come to dominate the aesthetic dimensions of interior space, including kitchen countertops, backstops and wall tiles, bathroom tops, paving and other options ideally suited for the application of TechniStone® quartz.

[See all colors from the Terazzo Collection.](#)

everlasting beauty **TechniStone®**

WEBSITE

TechniStone[®]
A WILSONART COMPANY

THE COMPANY FOR DOWNLOAD CUSTOMER CARE CONTACTS PROFESSIONALS

COLOR RANGE MATERIAL USAGE GALLERY MEDIA DISTRIBUTORS BUY OR VISIT

search... Q

Color range **Filter**

Product photo Full slab photo 3D photo Certifications

RESULTS FOUND: 44/45

ORDER BY NAME



Brilliant White
Starlight



Starlight White
Starlight



Brilliant Black
Starlight



Starlight Black
Starlight



Noble Supreme White
Noble



Noble Carrara
Noble



Crystal Absolute White
Essential



Crystal Polar White
Essential



Gobi Grey



Crystal Anthracite Pure

TechniStone[®]
A WILSONART COMPANY

THE COMPANY FOR DOWNLOAD CUSTOMER CARE CONTACTS PROFESSIONALS

COLOR RANGE MATERIAL USAGE GALLERY MEDIA DISTRIBUTORS BUY OR VISIT

search... Q

About us

Technistone is a European producer of engineered stone

- premium quality;
- timeless design;
- excellent safety properties;
- wide range of uses;
- high mechanical and chemical resistance;
- compact, non-toxic and harmless with minimal absorption;
- an excellent choice for interior residential and commercial projects.

Technistone is based in Hradec Králové and continues in a long tradition of production

- based on the original Dutch production technology;
- the only one of its kind in the Czech Republic.



Professionals



Architects and designers



Kitchen studios



Stonemasonry workshops

An overview of colours

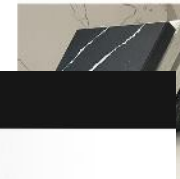
Colours are the basic advantage of TechniStone® products; thanks to their surface treatment options they inspired by nature and the natural appearance of materials such as wood and marble.

3D photo and structure

Graphic programs and their accompanying software for the production of advanced 3D visualizations require for the complete TechniStone portfolio are fully accessible [online and for downloading](#).

References

Discover a variety of TechniStone® material application options and be inspired by a selection of world [references](#).



Gallery



Partner's portal

We recommend



Certificates



Where to find us

Customer service

We are always at your disposal for further enquiries and information. Feel free to contact us, we look forward to hearing from you.

Hello, how can I help you?

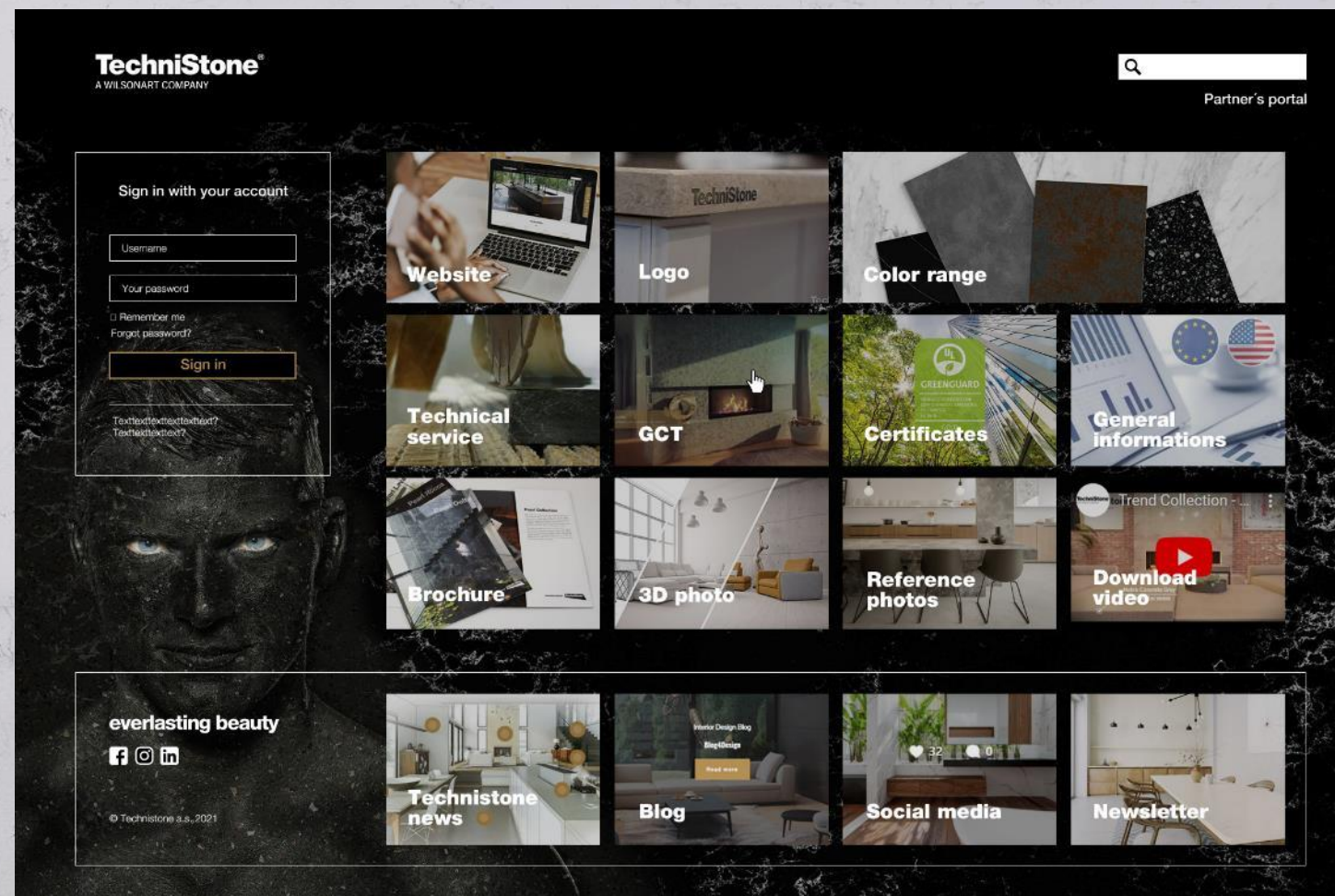
Hello, how can I help you?

everlasting beauty

TechniStone[®]

WEBSITE

PARTNER PORTAL



<https://partners.technistone.com/en/>

everlasting beauty

TechniStone®

SOCIAL NETWORKS

INSTAGRAM – FEED, STORIES, REELS

https://www.instagram.com/technistone_int/

Instagram

Hledat

Přihlásit se Zaregistrovat se

TechniStone
A WILSONART COMPANY

technistone_int Sledování

Příspěvky (700) Sledující (4 810) Sleduji (2 609)

Technistone, s.r.o.
One of the Leading European Manufacturers of High-Quality Quartz Surfaces for Kitchen Worktops and more.
[Learn More](#)
www.technistone.com

Kitchens Islands & b... Bathrooms Tiles, stars... Tables Commercial Q&A

PRÍSPĚVKY PRŮVODCI REELS OZNAČENÍ

Grid of Instagram Reels:

- Reel 1: Close-up of a person's face with stone texture. Play button icon.
- Reel 2: Stonehenge monument in a field. Text: "EVERLASTING". View count: 651.
- Reel 3: A woman in a kitchen. View count: 1 570.
- Reel 4: Close-up of stone blocks. View count: 1 832.



brazit přehledy Propagovat

chnistone_int Stone reflects the strength of your rsonality. Everyone's unique character speaks through e captivating beauty of Technistone® decors. For a je home with soul...



SOCIAL NETWORKS

FACEBOOK – TIMELINE, CAMPAIGNS

<https://www.facebook.com/Technistone/>



Technistone
Zveřejněno · Právě teď ·

Stone reflects the strength of your personality. Everyone's unique character speaks through the captivating beauty of Technistone® decors. For a true home with soul...
[#StoneSoul](#)

Zobrazit překlad



Technistone

@Technistone · Stavební materiály

Kontaktujte nás

technistone.com

Tohle se mi líbí

Zpráva



Technistone

Zveřejněno

Právě teď ·

Stone reflects the strength of your personality. Everyone's unique character speaks through the captivating beauty of Technistone® decors. For a true home with soul...
[#StoneSoul](#)

Zobrazit překlad



Vytvořit příspěvek

Fotka/video



everlasting beauty

TechniStone

SOCIAL NETWORKS

LINKEDIN

<https://www.linkedin.com/company/technistone>

PINTEREST

<https://cz.pinterest.com/technistone/>

TWITTER

<https://twitter.com/TechnistoneCZ>



Vyhledat



Domů



Moje síť



Práce



Zprávy

Oz

Atlassian komunita CZ&SK - Aktuální informace od Enterprise Experta česky - O



TechniStone
A WILSONART COMPANY



Technistone, s.r.o.

We are one of the leading European manufacturers of high-quality #quartz surfaces for #kitchen #worktops, etc.

Stavební materiály · Hradec Kralove · 1 278 sledujících uživatelů

Iva a 17 dalších spojení zde pracuje · 76 zaměstnanců

✓ Sledujete

Navštívit web

Více

Domů | Možnosti | O nás | Dřevářky | Práce | Lidé | Video

Technistone, s.r.o.
Just now

Stone reflects the strength of your personality. Everyone's unique character speaks through the captivating beauty of Technistone® decors. For a true home with soul... #StoneWithSoul



Stone reflects the strength of your personality. Everyone's unique character speaks through the captivating beauty of Technistone® decors. For a true home with soul... #StoneSoul

technistone
LIVING

Technistone @TechnistoneCZ · 1s

Stone reflects the strength of your personality. Everyone's unique character speaks through the captivating beauty of Technistone® decors. For a true home with soul... #StoneSoul

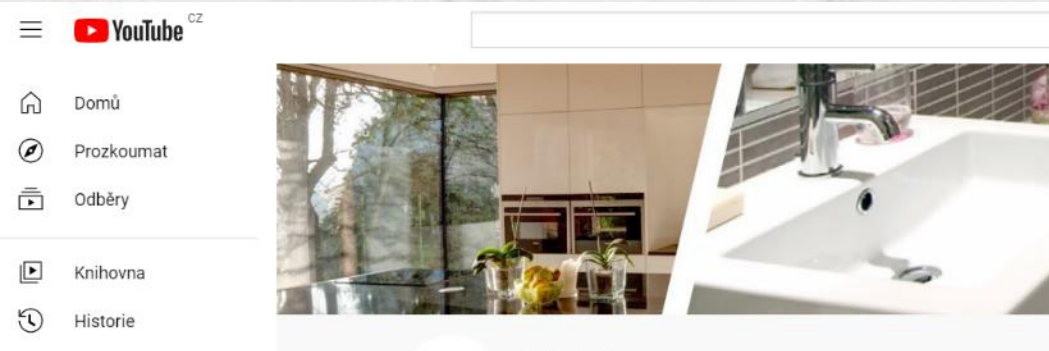


Comment icons: speech bubble, retweet, heart, share, vertical bars



YOUTUBE

<https://www.youtube.com/channel/UCulyUzT5bmorQglmNhhj81A>



TechniStone
Technistone, s.r.o.
269 odběratelů

DOMOVSKÁ STRÁNKA VIDEA PLAYLISTY KANÁL

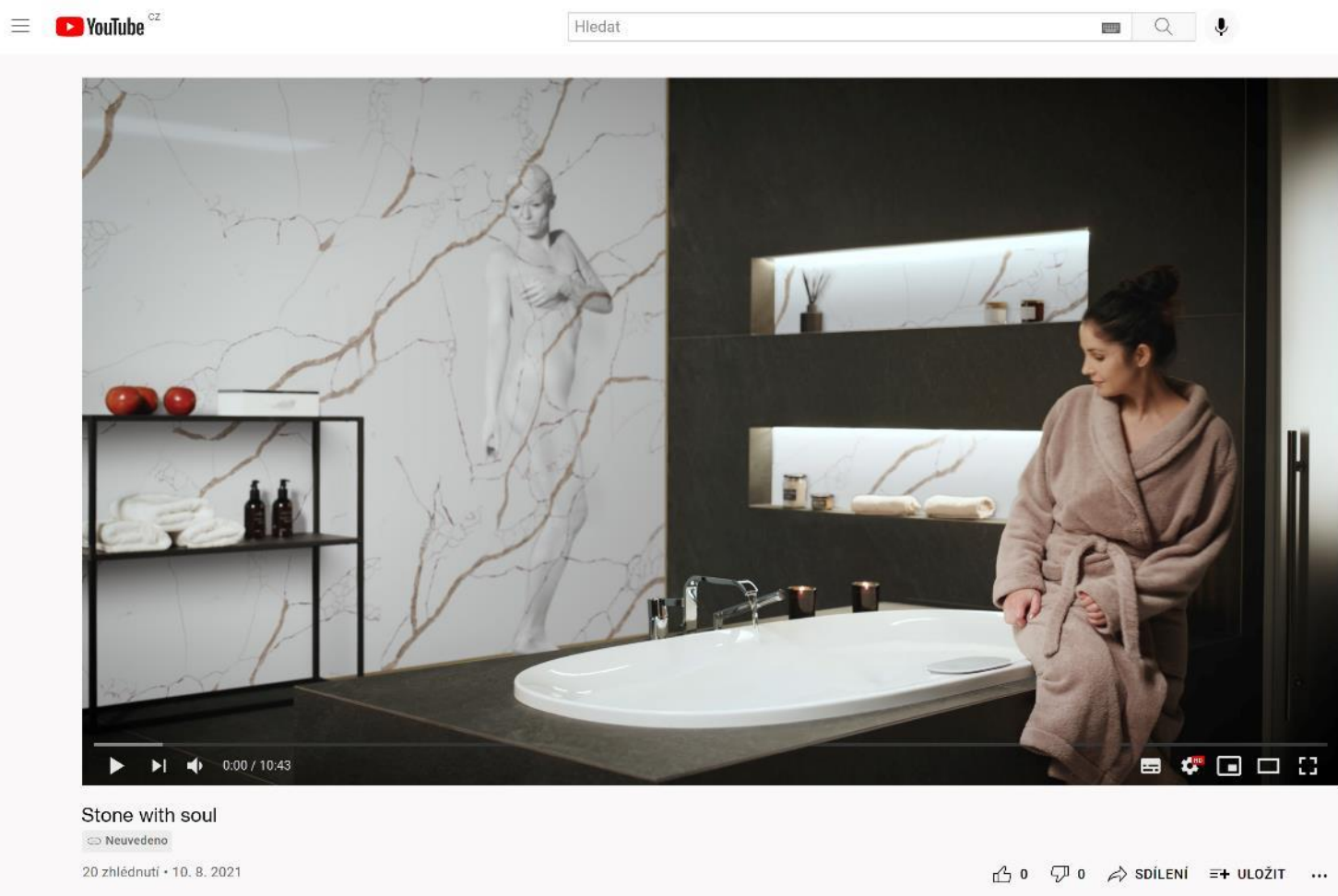


The Life Of Technistone

20 zhlédnutí • před 2 týdny

Technistone brings forth progress, values and visions. The world is enriched by the beauty of Technistone® engineered stone, its properties, safety and sustainability. Discover its journey and all its stages, which are an integral part of the company's success story.

<https://www.technistone.com>



Stone with soul

Neuvedeno

20 zhlédnutí • 10. 8. 2021

0 0 SDÍLENÍ ULOŽIT ...

everlasting beauty **TechniStone®**

BANNERS, PPC



TechniStone®
A WILSONART COMPANY

Touch the living
perfection
Poetic Black

everlasting beauty **TechniStone**



TechniStone®
A WILSONART COMPANY

Touch the living
perfection
Poetic Black



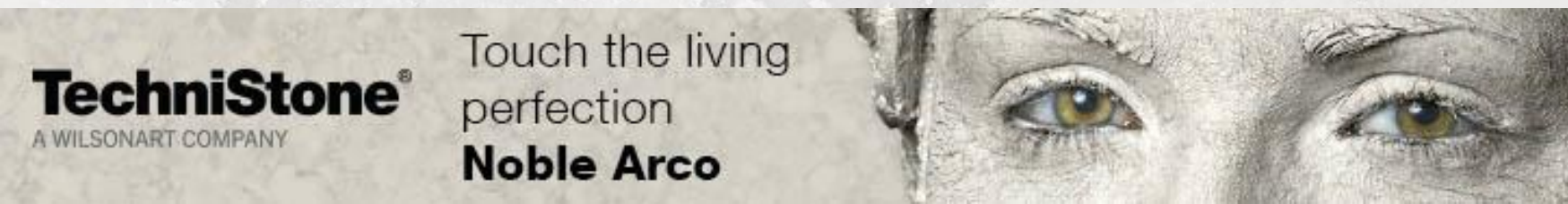
TechniStone®
A WILSONART COMPANY

Touch the living
perfection
Noble Arco



Touch the living
perfection
Crystal Calacatta Silva

TechniStone®



TechniStone®
A WILSONART COMPANY


Touch the living
perfection
Noble Arco

everlasting beauty **TechniStone®**

BLOG, AUDIOBLOG

<https://blog4design.com/articles/>

TechniStone™
A WILSONART COMPANY

Language: 

Home | ARTICLES | TECHNISTONE MATERIALS | GALLERY | ABOUT COMPANY | CONTACT

Search

COLOURS AND DESIGN | THE WORK OF DESIGNERS | ARCHITECTS' PROJECTS | FAMOUS LIVING | INTERIOR DESIGN TIPS | AUDIO BLOG

Stone, an interior saver
What role does stone play in the interior? From history

A performance in the world of architecture starring Light

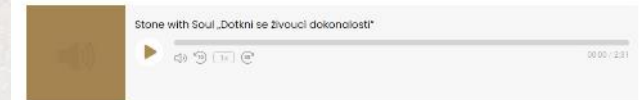
Lucie Hovorková and her Scandinavian kingdom

Gallery
Download
Newsletter



Stone with Soul „Dotkni se živoucí dokonalosti“

4 min | 27. 08. 2021



Kámen. Někomu může připadat tak neživý, příliš chladný, odosobněný, tvrdý až nepoddajný. Ale je opravdu takový? Nebo se jedná pouze o nesprávné pochopení vjemy, které šíří naše smysly? Možná je pro nás naše vlastní vnímání pouhým břemenem, jež je nutno odvrhnout, abychom mohli vstoupit do živého světa plného barev, vzorů, tvarů a linií. Ano, i kamery mohou mít duši. Ukývají v sobě tajemství a moudrost věků, zosobňují sílu, odvahu, svéráznost a vytrvalost na dlouhé cesty staletími vedoucí až do našich domovů. Když se ztlíšíte, uslyšíte je vyprávět. Staňte se součástí jejich příběhu.

Dokonalá, čarovná, smyslná, tajemná. Taková je duše tvrzeňého kamene TechniStone® (Zrytá Calacatta Silva, TechniStone®)

Kámen jako symbol živoucí dokonalosti

Představte si kámen jako pramen života. Života zrozeného z krásy prožitku. Jeho půvab uhrane, jeho duše pohladí. Svoji opravdovostí, smyslnou lehkostí, hravostí a podmanivostí vykouzlí prostor s neodolatelnou atmosférou prostoupenou přitažlivým tajemnem. Každý kámen je jedinečný. Liší se kresbou, barvností, tóností i tvarem, avšak ryzež jeho charakteru o vytrvalost zůstávají neměnné. Co kdyby se kámen zhmotnil do lidské podoby, která vnímá, prožívá a cítí? Jak by asi vypadal? Nová koncepce Soul with Stone přináší nekonvenční pohled na tvrzeňý kámen TechniStone® jako symbol živoucí dokonalosti, neviditelné síly, která nás obklopuje a posouvá neustále vpřed.

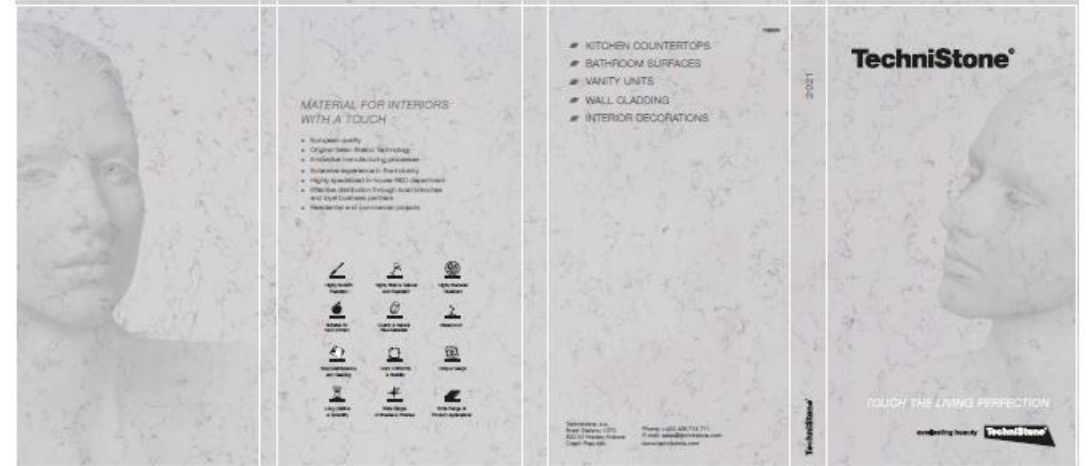
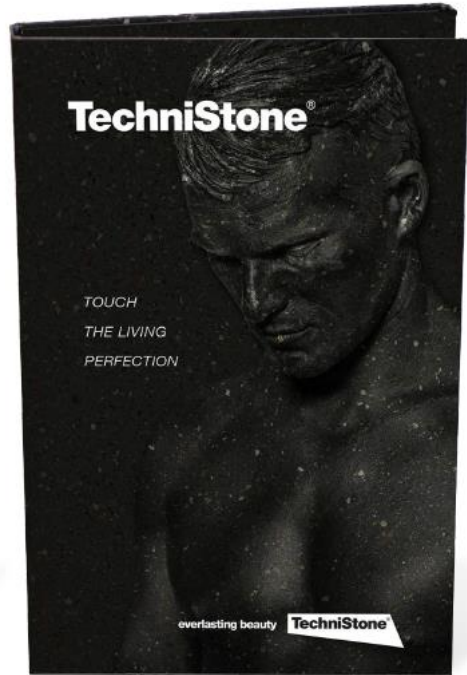


IN-SITE COMMUNICATION



SAMPLE BOOK

NOBLE SAMPLE BOOK,
STANDARD SAMPLE BOOK



BOX, BROCHURE

SAMPLE BOXES, LEAFLETS



OUTDOOR COMMUNICATION



BILLBOARD, NAVIGATION SIGNS



CORPORATE COMMUNICATION



BUSINESS CARDS, DOCUMENT FOLDERS, DIARY



TechniStone®
A WILSONART COMPANY



NOTEPADS, CLIPBOARDS

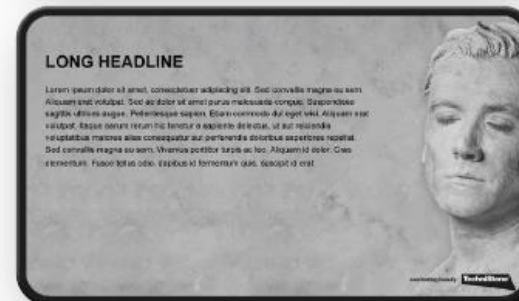


PPT TEMPLATE, EMAIL SIGNATURE

Jakub Jánský | Sales Manager

| Technistone, s.r.o. | Bratří Štefanů 1070 | 500 03 Hradec Králové | Czech Republic
| +4 20 123 456 789 | jansky@technistone.cz | www.technistone.com

TechniStone[®]       
A WILSONART COMPANY



everlasting beauty

TechniStone[®]

CAR BRANDING GRAPHICS



VIDEO

TRAILER, BUMPERS



STONE WITH SOUL

TRAILER VIDEO



<https://1drv.ms/v/s!AriUSVqDSm0LhL40xXVGq68asMJPSg?e=WATsf6>



STONE WITH SOUL

BUMPERS (VIDEO 6 sec)



<https://1drv.ms/v/s!ArlUSVqDSm0LhL4-71Zs5UkdRA7RcA?e=LuOEvP>



<https://1drv.ms/v/s!ArlUSVqDSm0LhL5Akudc78lqBSyBwA?e=jQXo4z>



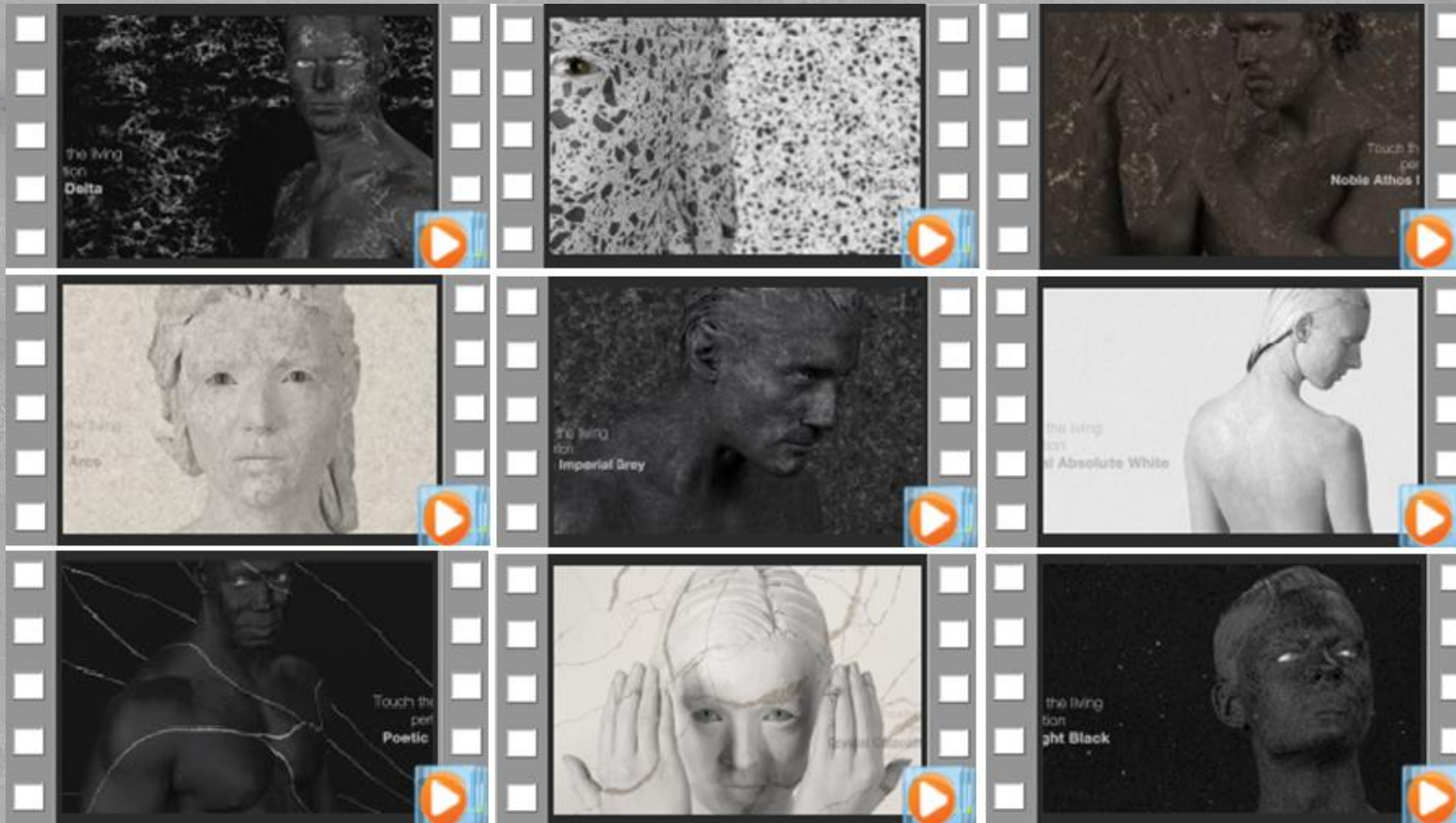
https://1drv.ms/v/s!ArlUSVqDSm0LhL4_Y3qsYs_cCNXYEg?e=R3xHIQ

everlasting beauty

TechniStone®

STONE WITH SOUL

BUMPERS (VIDEO 6 sec)



https://1drv.ms/u/s!ArlUSVqDSm0LhL4XZ_37xGdJ-NzhVg?e=HyuwbW

everlasting beauty

TechniStone®



TechniStone®
A WILSONART COMPANY

**TOUCH THE LIVING PERFECTION.
TOUCH TECHNISTONE.**



everlasting beauty

TechniStone®