

BALBOA  
DESIGN | DEVELOPMENT | PRODUCTION

**Turning Ideas into Reality.**

SHOP FITTING | INTERIOR FURNISHING | ADVERTISING FURNITURE | FAIR STANDS | LIGHTED ADVERTISING | POS STANDS



Design  
Create  
Inspire



idea.  
spaces.  
future.

If you need high-quality retail environments for high-value customers, then Balboa can be your partner for exciting shop fitting solutions.

We understand that customer identity is a part of a consistent shopping experience. As a professional in total brand experiences, BALBOA uses imagination, a deep understanding of materials and forward-thinking trends to create high-quality furniture and elements for indoor and outdoor use.

All this is achieved through an excellent understanding of the market and a comprehensive orientation to customer needs in store construction and design. In addition to series production, Balboa also plans and develops special project-specific solutions. We can always provide customized solutions according to your needs.

# Emphasis on precision.

Furnishing the interiors of specialized stores is a complex and creative process that requires a deep understanding of the products, brand identity, and customer behavior. Unlike standard retail spaces, specialized shops need tailored solutions that ensure optimal product display, functional space organization, and the creation of a distinctive atmosphere.

Beyond technical aspects, the customer experience is crucial. The interior of a specialized store should communicate the brand's values, provide clarity in product presentation, and create a pleasant atmosphere that encourages customers to explore the assortment. Proper lighting, efficient layout, and carefully chosen decorative details contribute to the space's impact and professionalism.

SCHINDELHAUER BIKES STORE  
BERLIN, GERMANY

specializing



# resonante

## Hospitality and public areas.

High-traffic hospitality and public environments demand materials that can withstand daily wear while maintaining their visual appeal. From robust seating and tables to long-lasting flooring, lighting, and decorative features, every element must be designed to endure repeated use without compromising comfort or style. Quality craftsmanship, reinforced structures, and carefully selected finishes ensure that the interior remains elegant and inviting over time.

Ultimately, outfitting hospitality spaces with high-quality, resistant furnishings is an investment in longevity, aesthetics, and guest satisfaction.

FIVE STAR HOTEL  
WARSAW, POLAND



# Your product your style.

Designing and developing to elevate your merchandise and captivate your customers.

Crafted with precision and style, for us is more than just a showcase – it's a statement piece that enhances the allure of your products.

COSMETICS RETAIL POS DISPLAY  
LONDON, UK

# allure



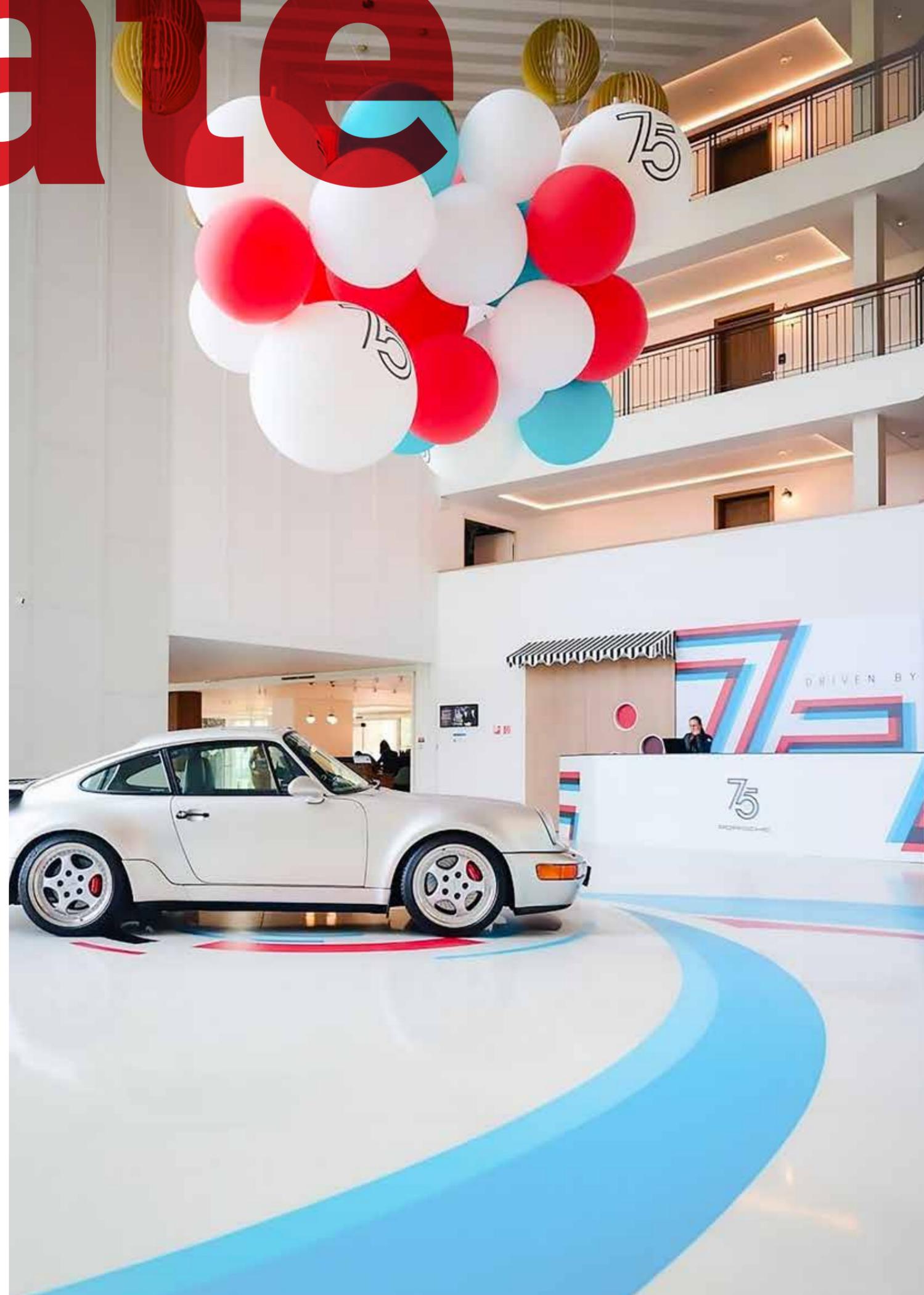
# create

## Shared spaces and environments.

Design in public areas can inspire dialogue, foster collaboration, and empower individuals and communities to shape the future of their shared environments in meaningful and impactful ways.

This could include temporary installations, public art projects, community events, and programming initiatives designed to bring people together and celebrate local culture.

BALATON PARK CIRCUIT  
CELEBRATION 75y OF PORSCHE  
HUNGARY, BALATON



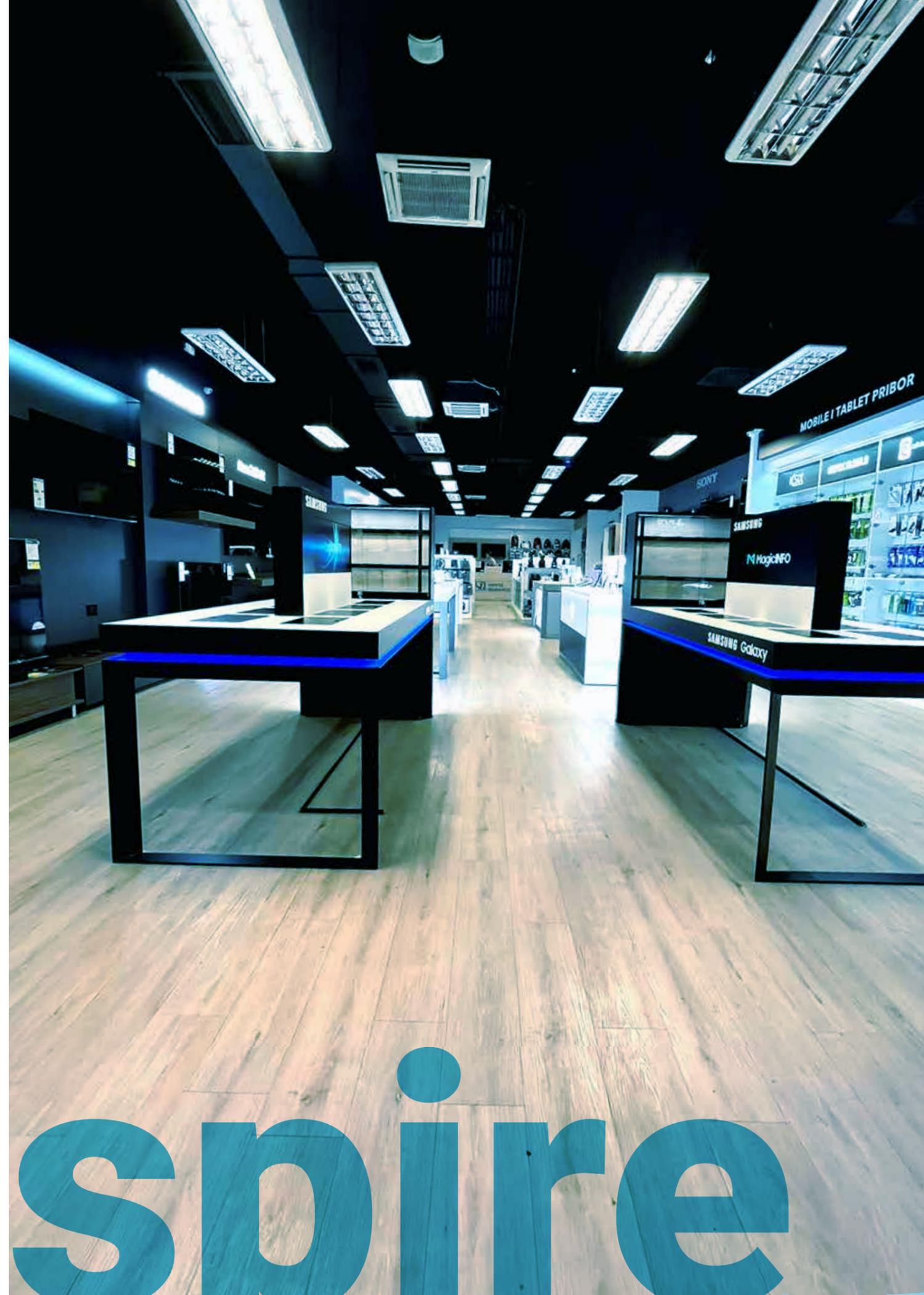
# More than just a furniture.

From rustic wooden tables to modern metal designs, we offer a variety of options to suit your brand's aesthetic and personality.

With adjustable shelving, modular components, and customizable layouts and flexibility to showcase a wide range of products, from clothing and accessories to home goods and electronics.

SAMSUNG, TABLES FOR MOBILE PHONES  
ELIPSO AND SANCTA DOMENICA STORE

# inspire



# impress

## Attention to detail.

Detail is the invisible signature of true luxury. It lives in the exact grain of the wood, the weight of a door handle, the harmony between fabrics, finishes, and light.

Every junction, seam, and proportion is considered, not to be noticed at first glance, but to be felt over time. These details shape a quiet sense of comfort and confidence, transforming interiors from beautiful spaces into memorable experiences that guests carry with them long after they leave.

FIVE STAR HOTEL  
WARSAW, POLAND



# Turn-key solution.

We specialize in providing seamless turn-key solutions for interior design, general contracting, and millwork. From concept to completion, we take care of every detail, ensuring your vision becomes a reality without the stress of managing multiple vendors or processes.

Whether it's a residential, commercial, or hospitality project, our team is committed to delivering exceptional results tailored to your need.

LUXURY PERFUMES AND COSMETIC STORE  
MARTIMEX PERFUMERY, LJUBLJANA, SLOVENIA

# Delivered



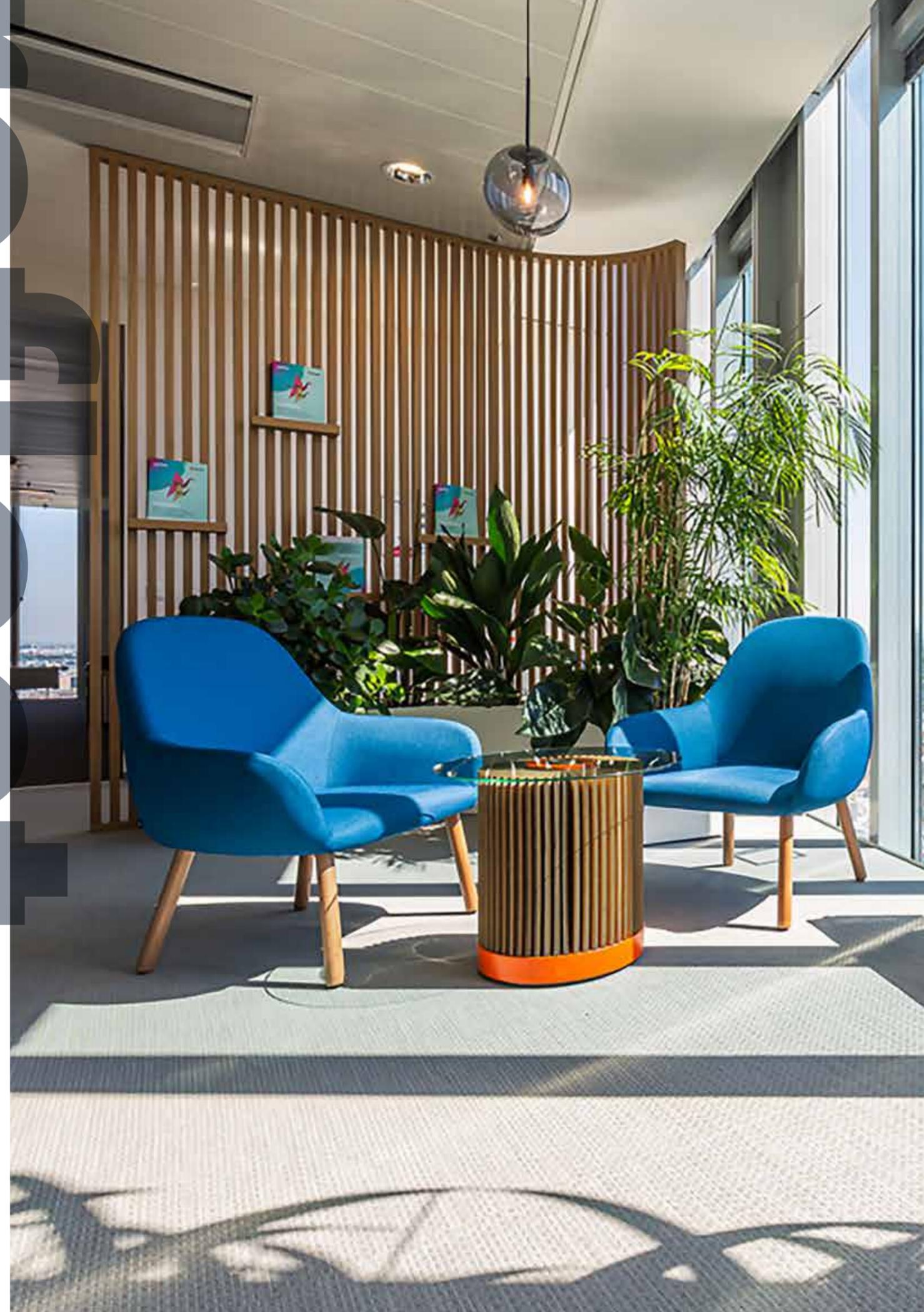
# Visual interest to a space.

Combining materials in interior design is an art form that adds depth, texture, and visual interest to a space. Our deep knowledge and experience allow us to create dynamic and harmonious environments that reflect your unique personality and style.

By thoughtfully combining materials, we can create spaces that are not only visually stunning but also functional, comfortable, and reflective of the people who inhabit them. The key lies in finding the right balance and harmony between different textures, colors, and finishes to create a cohesive and inviting interior environment.

MONDI, HEADQUARTERS  
VIENNA, AUSTRIA

rethink



# Blending luxury and functionality.

Places where every detail is crafted to indulge your senses and elevate your experience. The design blends sophistication with comfort, creating a sanctuary where luxury meets functionality.

Soft, muted tones and warm lighting envelop you, evoking a sense of tranquility and relaxation from the moment you enter.

BAUTY STORE, COSMETIC AND HAIR SALON  
ZAGREB, CROATIA

BLISS





Design idea.  
Create spaces.  
Inspire future.



# Brand culture.

Corporate offices can reflect the company's brand, culture, and values through interior design elements such as color schemes, signage, artwork, and branded graphics. Content could explore strategies for creating cohesive and memorable office environments that reinforce brand identity.

Design in corporate offices can inspire companies to create dynamic, functional, and inspiring work environments that support employee well-being, foster innovation, and drive business success.

PORSCHE OFFICES  
ZAGREB, CROATIA



# identity

# VISIT

## Attention and influence.

Point of Sale (POS) store stands are strategically positioned within retail environments to capture customers' attention and influence their purchasing decisions. These stands serve as focal points where products are prominently displayed, enticing shoppers with their visual appeal and compelling messaging.

Clear and concise signage is essential to communicate product features, benefits, and pricing information effectively. Engaging copy and vibrant visuals capture attention and convey key messages to potential customers.

COSMETICS AND BEAUTY  
RETAIL ELEMENT, GENEVE AIRPORT



# Design with wow effect.

The "wow" effect can be achieved through striking aesthetics, unexpected functionality, impeccable craftsmanship, or ingenious problem-solving.

It's the essence of design excellence that captures attention and ignites emotion in those who experience it.

BADEL ANTIQUE, IMPRESSIVE POS ELEMENT  
KONZUM STORE, ZAGREB, CROATIA

# WOW



# Future generations.

Designing interior spaces for future generations involves considering not just current trends, but also anticipating evolving needs, technological advancements, and sustainability concerns. Foster a sense of community and collaboration within interior spaces by creating opportunities for interaction, connection, and shared experiences. Design communal areas, gathering spaces, and collaborative zones that encourage socialization and teamwork.

Future interior spaces should be adaptable to accommodate changing needs and technologies. Design flexible layouts, modular furniture, and multipurpose spaces that can easily be reconfigured to suit different activities and preferences.

RIT CROATIA CAMPUS  
ZAGREB, CROATIA

future

## RIT's Global Campuses



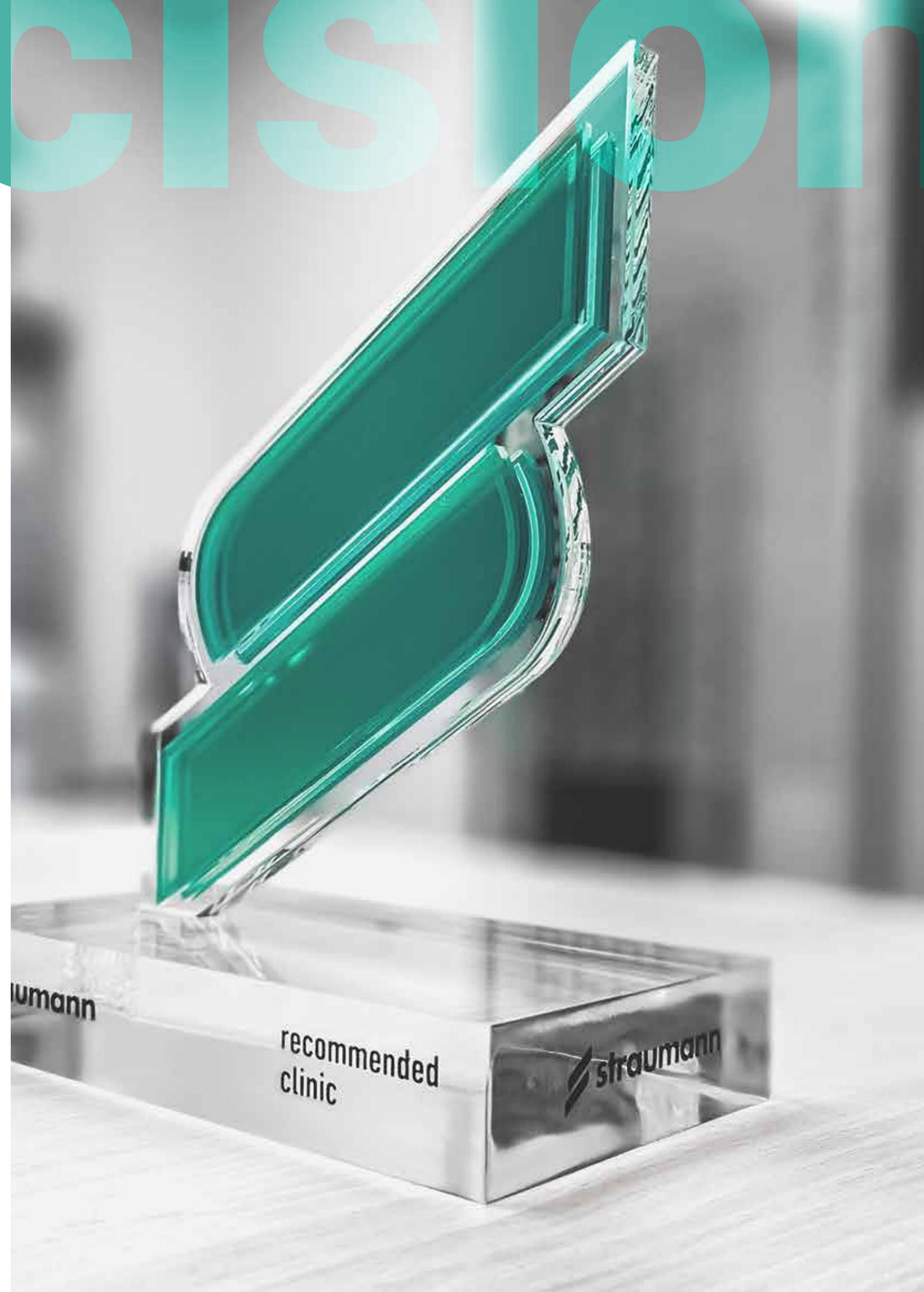
# precision

## Beyond just cutting.

Creating the perfection goes beyond just cutting—it's about the finishing touches that elevate the final product. Meticulous finishing process enhances the look and feel ensuring they are display-ready and built to last.

Transform your ideas into timeless product that combine precision, elegance, and durability.

STRAUMANN, RECOMMENDED CLINIC PLAQUE  
MICHEL DESIGN AGENCY, ZAGREB, CROATIA



# Crafting to high-end feel.

Crafted to reflect your brand's values while ensuring that it's something your recipients will actually use and cherish. Our ability to blend diverse materials into a single, cohesive product not only enhances the tactile experience but also creates a unique, high-end feel.

Crafting custom products that not only align with your brand but also resonate with your audience, making every moment truly memorable.

PREMIUM BOTTLE SERVING  
MARASKA, MADRE BADESSA, STANIĆ GRUPA



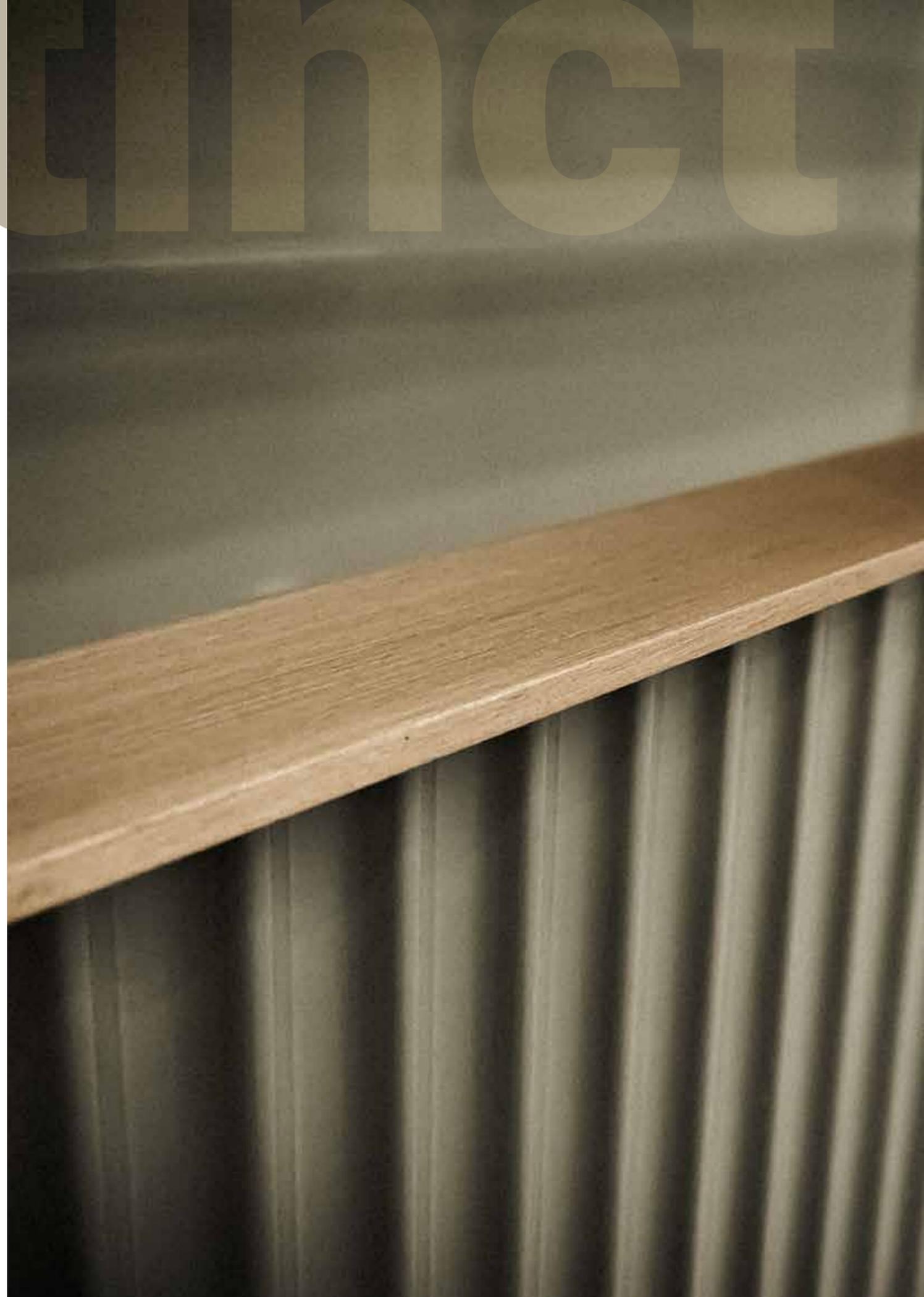
# distinct

## Crossroads of material and shape.

Refined materials such as brushed metal, solid wood, glass, or high-grade acrylic immediately signal value, while their textures invite touch and attention.

Shape then completes the story: clean geometries convey precision and confidence, while sculptural or unexpected forms create pause and curiosity in a busy retail space. When materials and shapes are thoughtfully paired, the stand becomes more than a display. It turns into a quiet ambassador of the brand, expressing quality, intent, and care without saying a single word.

PREMIUM POS DISPLAY  
LONDON, UK



# Art form that creates atmosphere.

Lighting is the soul of any interior, setting the mood and transforming the space into a haven where people feel relaxed, welcomed, and inspired. A well-lit interior is more than just functional it's an art form that creates atmosphere, enhances aesthetics, and influences the overall experience.

By combining ambient, task, and accent lighting, achieve a dynamic, layered effect that enhances the bar's architecture and décor.

JAMESON BLACK BARREL  
RAY GRILL & CLUB, ZAGREB, CROATIA



ac  
eve

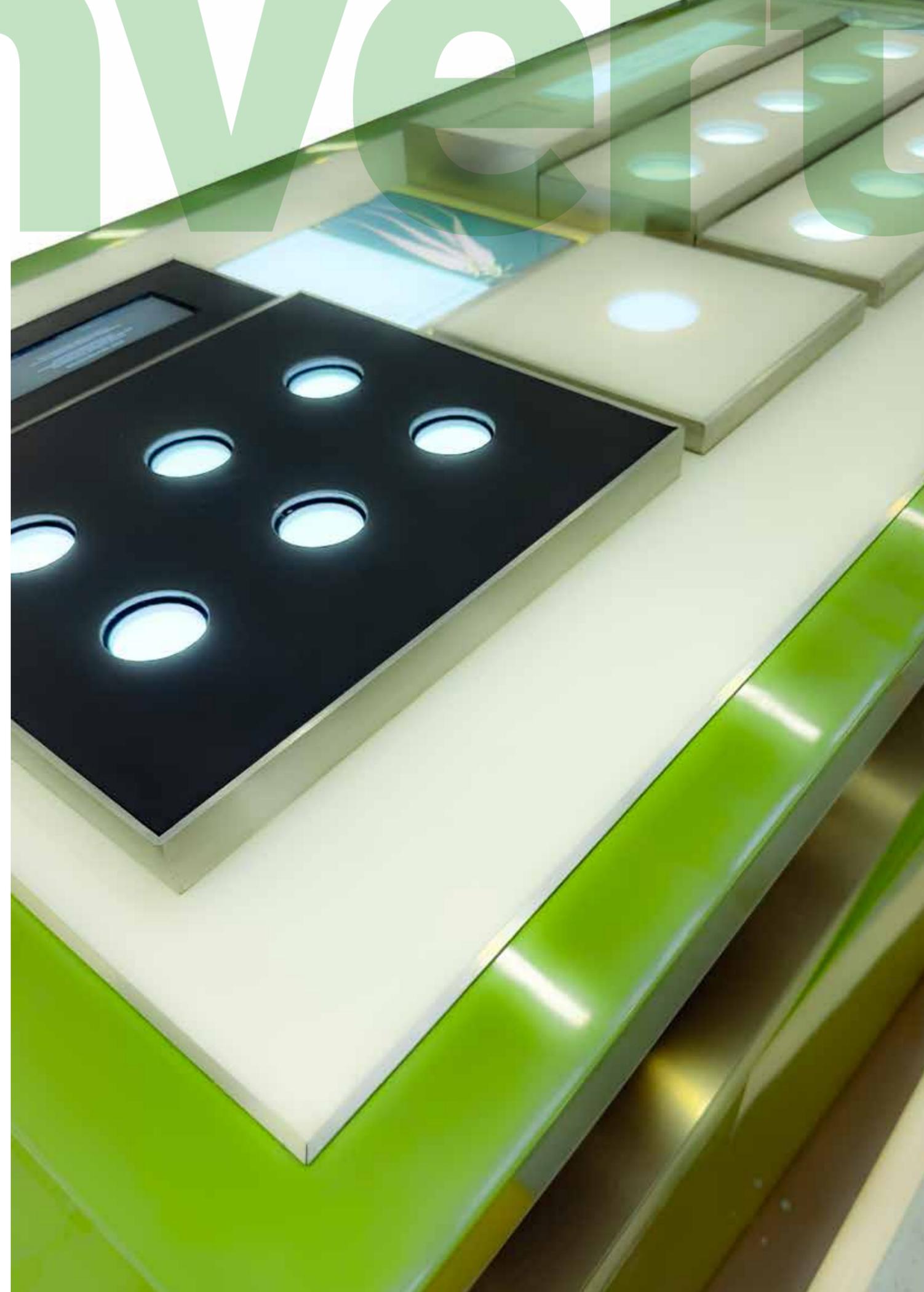
# conversion

## High-traffic environments.

In the fast-moving world of travel retail, point of sale elements must do more than inform. They must captivate, guide, and convert in seconds. Designed for high-traffic environments such as airports, travel retail POS elements combine striking visuals, clear messaging, and intelligent placement to engage travelers on the move.

Seamlessly integrated into terminals, duty-free zones, and boarding areas, these elements work in harmony with the architecture and passenger flow. From illuminated displays and digital screens to modular fixtures and interactive touchpoints, each solution is engineered for maximum visibility without disrupting the journey.

TRAVEL RETAIL DISPLAY  
PARIS AIRPORT





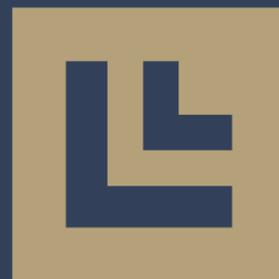
# Design idea. Create spaces. Inspire future.

With creative solutions, design, planning, measurement, production, performance, assembly and maintenance supported by the most modern technical and technological support enhanced by a team of top experts, we are able to realize the most demanding projects of our clients.

We design and implement the highest quality solutions to support your advertising campaigns. The unique designs of our graphic and product designers and the final effect achieved through the use of our production department are our unmistakable trademark.

**BALBOA**  
DESIGN | DEVELOPMENT | PRODUCTION





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