

**Creative, fast &  
experienced  
DESIGN STUDIO**

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We are a team of design and marketing professionals who will surpass your expectations and successfully deal with the challenges you face.

Our company has been operating successfully since 1991, and over the course of time it has acquired rich experience in providing the services of design, creation and improvement of brands, marketing and graphics, for both national and international brands.

Our graphic services are offered on more than 40 markets, including China as the most demanding linguistic area. Since our establishment, we have continuously worked for clients in alcoholic beverages industry, pharmaceutical industry, public educational sector, and a number of clients in others industries.

Our focus in the provision of services and realization of products is on long-term dedication to the client with a view to a partnership.

Reference clients are Stock Spirits Group, Fagron Croatia, Pliva, Procter&Gamble, Mandis pharm, Hrvatski zavod za zapošljavanje, Apcom, Croatia Osiguranje, Zagrebački Inovacijski Centar and Hamapharm.

## Why hire Bservisi?

- We have been successfully dealing with design and marketing challenges since 1991.
- Creativity, speed, flexibility and experience are our main competencies.
- A team of top educated and motivated people is dedicated to the greater success of your services and products.
- You are at the focus of our attention.

# Services we provide

## Design & production services

- Logotype design, visual identity build-up and it's applications
- Design and graphic prepress for all kinds of materials, in all printing techniques and with application on all kinds of substrates
- Packaging design
- Design for interactive electronic materials
- Supervision & organization of production
- Printing services in offset, ink-jet and digital print
- Product design
- Design for counters and various products for POS activities
- Design and web site production based on:
  - Own content management system (CMS)
  - Wordpress platform
  - Mobirise platform
- Maintenance and content update for web sites

## Content creation and editing services

- Powerpoint presentation creation
- Video materials editing
- Animation for video materials
- Product and table-top photography
- Photo editing

## Marketing and business consulting

- Naming services for company, brand, product or service
- Ideas and creation of market approach and performance
- Ideas and creation of campaigns
- Copywriting services
- Business and marketing plans creation
- Consulting for paper and marketing products production

# Clients testimonials

“We have been working with Bservisi for many years and we are very satisfied with the quality, flexibility and speed of the service.”

Ana Ljahnicky, Business leader, Fagron Croatia

“Dedication, proactiveness, creativity, exquisiteness and organization are just some of the positive characteristics of the Bservisi. The long-standing cooperation between Bservisi and the Stock company, many successful projects and creative solutions are proof that the right things last long!”

Haris Imamović, Marketing manager, Stock International

“Market challenges are growing on a daily basis, and the sales & distribution sector is one of the most demanding. Fast and reliable service according to specified requirements is extremely important, that is why cooperation with Bservisi is satisfactory on both ends. The professional team of the company can actively listen to the wishes and needs of its clients, and with its experience, knowledge and continuous support, it makes our long-standing cooperation successful.”

Ivan Burić, Key account manager, Orbico

“We have been cooperating with Bservisi since 2000. During our seventeen-year cooperation, we have never had a single misunderstanding. Their print preparations are exquisite, the design is intriguing, the communication pleasant... We gladly recommend them to our clients, because we are sure that they will approach any job, big or small, with the greatest care.”

Goran Šuljić, Owner, Digital Print

“Creativity, focus, accuracy and professional approach are the characteristics of the Bservisi marketing agency with which I have been cooperating since 2005, working for three different companies. In today's hectic business environment it is really refreshing to have a calm person sitting on the other side of the table who understands what you want to achieve with a particular project, who acts in steps and always consults with you, and at the end of the day you end up with a product or service better than expected within set deadlines.”

Vesna Grgona, Logistics & CS manager, Stock Croatia

“Bservisi are business partners on whom we can fully rely, and that is one of the main reasons for our long-standing cooperation. In addition to being absolutely reliable, expert and professional, they are also always ready to come up with innovative marketing solutions completely suited to our needs.”

Ana Vuger Filković, Marketing specialist, Fagron Croatia

“Vlado, we are proud to be your partners.”

Žarko Žigić, Regional manager, Stock International

# Copywriting

ROCK 'n' STOCK®

Slogan creation & campaign logotype  
design registered for the whole world  
Client: Stock Spirits Group

pelin 27

Brand name creation &  
logotype design  
Client: Stock Spirits Group

KEMIG 4U

Brand name creation &  
logotype design  
Client: Fagron Croatia



Slogan creation & regional  
campaign logotype design  
Client: Stock Spirits Group

ZE STOCK

Slogan creation & regional  
campaign logotype design  
Client: Stock Spirits Group

# Visual identity & branding

**KLAVOCIN® bid**

Brand logotype design  
Client: Pliva

**ATENOLOL**

Brand logotype design  
Client: Pliva

**mandispharm**

Company logotype design  
Client: Mandis pharm



Jubilee logotype design  
Client: Stock Spirits Group

**HAMMER  
HEAD**

Brand logotype, labels, overcap &  
gift box design  
Client: Stock Spirits Group



**PLIVA**  **kardio**

**Cilazil®**

**Carvetrend**

**Diuver**

**Losartio**

**Statex**

Cardiology portfolio brands  
logotypes design  
Client: Pliva



Brand labels & cork design  
Client: Stock Spirits Group



Brand logotype and mascot design  
Client: Pliva



Brand logotype  
design & mascot  
creation  
Client: Pliva



Brand logotype,  
labels & overcap  
design  
Client: Politus  
Zagreb

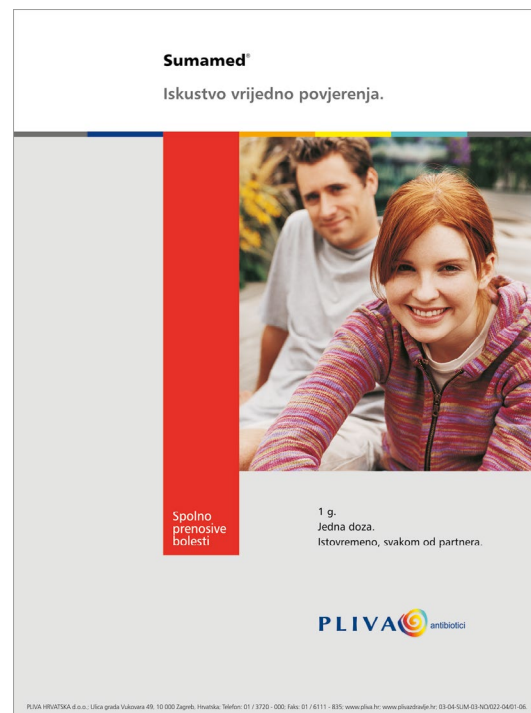


Brand logotype, labels, overcap &  
gift box design  
Client: Stock Spirits Group

# Design



Brand leaflet design  
Client: Pliva



Brand brochure design & production  
Client: Pliva

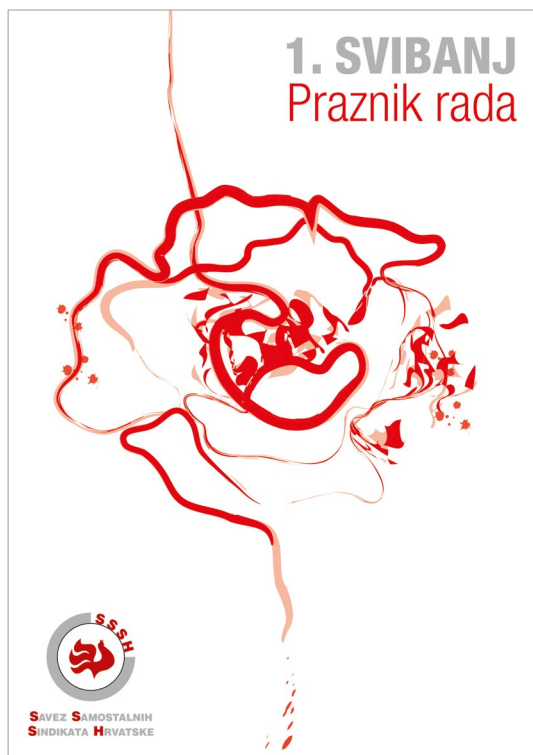


Victory poster design of our employee  
Natalija Jakšić on contest for 50 years of  
Helvetica font in Croatia



Brand label & cork design for 3D product  
visualization  
Client: Stock Spirits Group





Victory poster design of our employee  
Natalija Jakšić on contest for SSSH



Brand leaflet design  
Client: Stock Spirits Group



Brands leaflet design  
Client: Stock Spirits Group



Slogan creation and brand campaign  
poster design  
Client: Stock Spirits Group



Illustration & gift box wrapper design  
Client: Stock Spirits Group



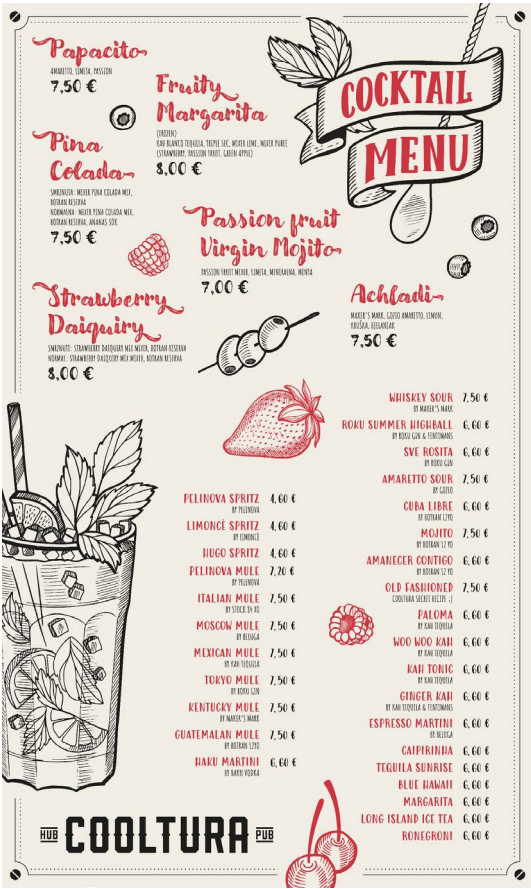
Brand prepaid card design  
Client: Powercom systems



Brand leaflet design  
Client: Pliva



Brand neckhanger design  
Client: Stock Spirits Group



Poster design & production  
Client: Cooltura pub





Slogan creation & brand campaign ad design  
Client: Stock Spirits Group



Brand brochure design & production  
Client: Pliva



Brand regional campaign design, photo editing & poster production  
Client: Stock Spirits Group



Brand ad design  
Client: Stock Spirits Group

Design



Brand labels design  
Client: Fagron Croatia



Brand leaflet design & production  
Client: Stock Spirits Group

ATENOLOL

Indikacija	Doziranje
Arterijska hipertenzija	50 - 100 mg
Angina pectoris	50 - 100 mg
Parovremni učinci rinitisa	50 - 100 mg
Sekundarna prevencija nakon infarkta miokarda	50 - 100 mg
Sindrom prolapsa mitralne valve	50 - 100 mg
Hipertenzivna kardiomopija	50 - 100 mg
Hipertenzivna subarahnoidna krvarenja	50 - 100 mg
Preventivna, sedativna i spazmolitička	50 - 100 mg

Kardioselektivni blokator  $\beta$ -adrenergičkih receptora

Siguran?

Dugogodišnje iskustvo u primjeni

Jedan od najpropisivanijih  $\beta$ -blokatora u svijetu

ZLATNI STANDARD

Ekonomična terapija s pouzdanim učinkom!

Brand leaflet design & production  
Client: Pliva

ROKU YUZU TONIC

Roku, Fentimans Oriental Yuzu Tonic Water

TOKYO MULE

Roku, Mixer Lime Juice, Fentimans Ginger Beer

PALOMA

Rooster Rojo Blanco, Mixer Lime Juice, Mixer Pink Grapefruit Syrup

MARGARITA

Rooster Rojo Blanco, Mixer Lime Juice, Mixer Puree Mango ili Mixer Puree Strawberry

STOCK

KENTUCKY MULE

Maker's Mark, Mixer Lime Juice, Fentimans Ginger Beer

WHISKEY SOUR

Maker's Mark, Mixer Lemon Juice, Mixer Maple Syrup

MOJITO

Botran 8, Mixer Lime Juice

BOTRAN TROPIC

Botran 8, Mixer Tropical Puree

STOCK

Price list design & production  
Client: Stock Spirits Group



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Q  
NEW LEADERSHIP CULTURE

LIDER NE TRAŽI MIRNO MORE,  
NEGO SNAŽNA JEDRA.

**MASTER LEADER program**

**TIHOMIR PREMUZAK**  
Predsjednik Uprave  
Vojnogigijenski zavod d.o.o.

„Kao lideri smo  
u ovom programu  
dobili mnogo  
novih ideja i  
znanja koje  
možemo  
primijeniti u  
svom poslu.“

**NANA SAPINA**  
Održiva razvoja  
McDonald's Hrvatska  
Cjelina i Franke d.o.o.

„Svaki dan je  
novi izazov i  
program nam  
pomaže da  
ostanemo  
aktualni i  
inovativni.“

**MLADEN PUZAK**  
Doktor medicine  
Hrvatski Tabla d.o.o.

„Nakon ovog  
programa sam  
dobio mnogo  
novih ideja  
koje mogu  
primijeniti u  
svom poslu.“

POČETAK PROGRAMA VELJAČA 2017.  
Više informacija na [www.lq.hr/master-leader-program.aspx](http://www.lq.hr/master-leader-program.aspx)

AOEC  
Middlesex University  
EMCC  
ICF

LO USLUGE  
Dijagnostika  
Savjetovanje  
Trening  
Coaching

M + 385 91 3311 033  
KONTAKT@LQ.HR  
LQ HR

Company ad design for magazine spread  
Client: Lq



“Memory” game design  
Client: Maja Papirus

# Packaging



Brand packaging design & production  
Client: Fagron Croatia



Brand packaging design  
Client: Stock Spirits Group



Brand packaging design & production  
Client: Fagron Croatia



Brand packaging design  
Client: Stock Spirits Group



Brand packaging design & production  
Client: Fagron Croatia





Brand gift box design through time (from left to right) & production  
Client: Stock Spirits Group



Brand POS display design  
Client: Stock Spirits Group



Brand packaging design & production  
Client: Fagron Croatia

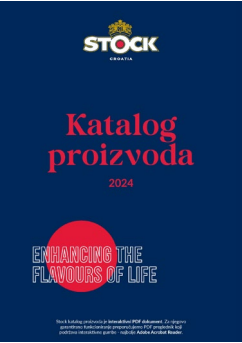


Company brands packaging design  
Client: Hamapharm



Multibrands POS display design  
Client: Stock Spirits Group

Production



Design and production of interactive product catalogue  
(click for download)  
Client: Stock Croatia



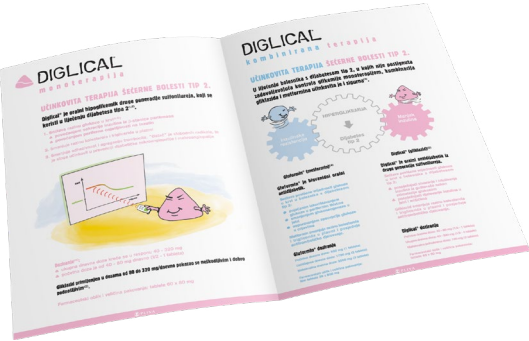
Product catalogue design & production  
Client: Stock Spirits Group



Design and production of interactive product catalogue  
(click for download)  
Client: Stock Spirits GmbH



Product catalogue design & production  
Client: Urar Lebarović



Brand brochure design & production  
Client: Pliva



Brand brochure design & production  
Client: Pliva





Brand brochure design & production  
Client: Stock Spirits Group



Paper pads and protective  
case design & production  
Client: Fagron Croatia



Brand products photography  
Client: Stock Spirits Group



Brand POS display design &  
production  
Client: Fagron Croatia



Books design, layout & production  
Client: Hrvatski Zavod za Zapošljavanje



Brand brochure design &  
production  
Client: Fagron Croatia



Product photography example for web shop  
Client: Fagron Croatia



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B. Servisi d.o.o.

Ivana Rogića 33, 10020  
Zagreb, Hrvatska (Croatia)

T +385 1 6539 777

[info@bservisi.hr](mailto:info@bservisi.hr)

[www.bservisi.hr](http://www.bservisi.hr)