



## **STYLGRAPH: TREND FORECASTING SPECIALIST**

Exhibiting at both recent ceramic sector events, Cersaie and Tecnargilla, Stylgraph, the total solutions provider for the ceramic print and graphic sector, successfully demonstrated its expertise in ceramic tile design, technology and marketing.

Stylgraph's success is based on each project being explicitly developed in response to clients' specific requirements. Each idea is the result of a dedicated and precise market research study that guides the design and development process, executed with passion by the company's high calibre internal R&D department and further interpreted into background tile designs and related decor proposals, ceramic prototypes, resin and plaster models.

But at the core of the company's differentiation and commercial advantage is its aptitude for accurate trend forecasting. Group Marketing Director, Lesley-Ann K Blamire's background is in this specialist field, and her work as an international trend analyst sees a serious commitment to end-consumer behavioural studies.

Having "the vision" is what sets apart the winners from the losers, the leading brands from the followers and as the economy slows, Stylgraph recognises that ceramic trend forecasting is a crucial element to any business plan and a key commercial benefit that the company can offer to its clients base.

Blamire explains, "Tile is purchased on emotive choice and to be successful in a complicated business like ceramics, we need to anticipate human responses and emotions to the changing world around us in order that we understand frequent early warning signals of where the market will move to. Only then can we ensure our product has the correct characteristics and our marketing communications engage the consumer effectively.

As a result, Stylgraph is far more likely to be ahead of the curve, aware of some trends that may not have hit the ceramic industry yet. In this game, being ahead of the curve in anticipating the long-term trends is what really counts. And then comes the most challenging part of forecasting, not just recognising what is new but determining whether or not a trend is suitable for interpreting into ceramic, whether it's feasible technically and commercially and whether it will have along enough life span.

This philosophy forms the basis for our complete project service, "INTEGRA", which utilises the intelligence we gather from our consumer studies and allows us to personalise our design and marketing interpretations based on the individual needs of our clients.

The consumer of tomorrow seeks honesty and integrity, intrigue, elegance and harmony, and as a consequence our forecast for the next 12 months focuses on creating greater depth and dimension with more involved structural and surface effects. Colour becomes more mature and evokes either drama or an assured air of grace and endurance. How we characterise this of course depends on the exclusive needs of our client base and their target end consumers."