



# LOTA

COMUNICACIÓN INTEGRAL

Since 1970



At **LOTA COMUNICACIÓN**, we have established ourselves as a benchmark in global visual communication and production services.

Our track record in the industry allows us to provide solid leadership based on a deep understanding of the market and our clients' needs.

For us, the best introduction is the loyalty of those who work with us and the trust they place in our professional team.





Our identity is rooted in high-quality graphic printing; we attend to every detail and provide personalized service to achieve a perfect result.

Over the years, we have constantly evolved to anticipate market needs, transforming our craftsmanship into a cutting-edge technological infrastructure.

We specialize in:

- **Graphic Consulting and Execution**
- **Graphic Services and Logistics**
- **Ephemeral Architecture and Decor**
- **Events and Experiences:** Spaces, Theming, Gastronomy, and Corporate Details.

# Graphic Consulting and Execution

We have a creative team that supervises every document received, providing **expert quality control** to ensure that the design, materials, and final finish are of the highest quality. Furthermore, we can manage all projects from start to finish.

## Strategic Consulting and Brand Intelligence:

- **Corporate Identity:** Creation, redesign, and brand manuals.
- **Implementation:** Technical advisory for image rollout in small and large corporations.
- **Visual Audit:** Diagnosis and updating of current brand identity.

## Partnership de Marketing

- **Internal Department Support:** We can integrate into your internal workflows, acting as your creative support.
- **Editorial Design and Layout:** Specialists in corporate books, technical catalogs, reports, and commercial brochures.
- **Multi-format Graphic Creativity:** Development of all visual elements needed for specific campaigns or recurring communication.

## Online Graphic Service:

- **Digital Resources:** Preparation of all types of creative pieces for social media, websites, and mailings, such as banners, icons, infographics, and optimized visual assets.





## Graphic Services and Logistics

We specialize in **graphic solutions**, combining the precision of offset printing with the agility and personalization of digital technology. This technical duality allows us to offer total versatility in small and large format projects, always guaranteeing three strategic pillars: superior quality, cutting-edge technology, and rigorous adherence to delivery deadlines.

- **Commercial and Corporate Printing:** Business cards, flyers, technical brochures, and institutional corporate stationery (personalized envelopes, folders, and letterheads).
- **Editorial Printing:** Books, magazines, product catalogs, and corporate reports.
- **Special Finishes:** Technical laminates (matte, gloss, soft-touch), selective UV varnishes, precision die-cutting, embossing, and foil stamping.
- **Binding Systems:** All types of professional binding (perfect bound, milled, spiral, etc.).
- **Packaging, Die-Cutting, and Technical Handling:** Development of custom cases and packaging. Includes precision die-cutting, folding management, and assembly (manual or automated) to ensure the final product's integrity.

### Indoor / Outdoor Advertising (Large Format):

- **Flexible Supports:** Banners, decorative vinyl, and technical signage.
- **Rigid Supports:** Direct printing on PVC, aluminum, Dibond, Forex, wood, and Styrofoam.
- **3D Elements and Logo Lettering:** Manufacturing of large-format corporate letters using materials such as PVC, methacrylate, aluminum, and Styrofoam.
- **Self-Assembling Systems (Immediate Delivery):** Portable structures and displays (roll-ups, pop-ups, and counters) optimized for events and points of sale.

### Merchandising and Promotional Items:



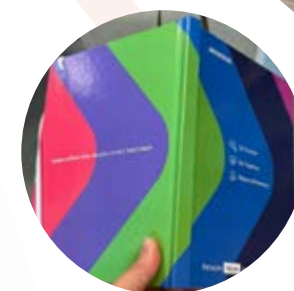
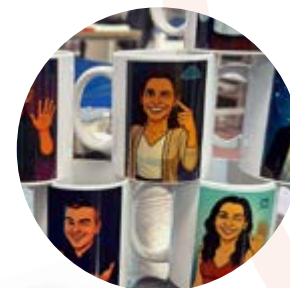
#### PRODUCT CATALOGUES

We have an **extensive supply network** with national and international manufacturers, allowing us to offer a wide catalog of advertising products adapted to any need and budget.

- **Advanced Personalization:** We integrate various industrial marking systems (screen printing, pad printing, laser engraving, embroidery or transfer, UV LED, DTF, and sublimation) according to the material's technical requirements.
- **Operational Efficiency:** We manage production to guarantee a competitive quality-price ratio and rigorous control of finishes.
- **Special Fabrications:** We have the capacity to develop custom productions and special projects with minimum quantities.

### Global Logistics and Distribution:

We manage and coordinate everything from one-off deliveries to massive distributions across multiple locations (multi-site campaigns) both nationally and internationally, ensuring the material reaches its destination within the agreed deadlines.





**COMPROMETIDOS  
CON EL MEDIO AMBIENTE**  
reduce · reutiliza · recicla

# Commitment to Tomorrow: Our Sustainability Strategy

In a world that demands urgent action, our organization assumes the responsibility of leading by example. We understand that true success is only possible if we balance respect for the limits of the **planet**, the integral well-being of **people**, and constant **innovation** in our businesses. This roadmap is not just a statement of intent, but an active commitment to transform our operations into a driver of positive change, guaranteeing an inclusive, conscious, and resilient future for all.

## Low-Impact Production and Technical Efficiency:

Technological Innovation, Circular Economy, and Smart Logistics.

## Raw Materials:

- **Paper with Values and Traceability:** Global certifications such as FSC and PEFC.
- **Ethical Textile Alliance:** SEDEX SMETA Audit and OEKO-TEX 100 Guarantee.
- **Durable and Conscious Merchandising:** We increasingly offer more resistant and sustainable advertising products to combat waste culture and extend their useful life.

**Together we can make a difference,  
and the time is now.**



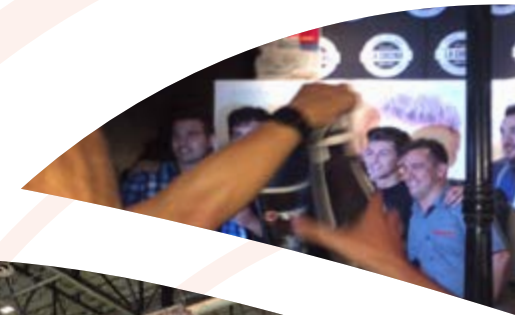
# Ephemeral Architecture and Decor

With national and international operational capacity, we transform concepts into tangible realities.

Our competitive advantage lies in **total process control**: from 3D modeling to manufacturing and final assembly, always supervised by specialist technicians.

## Our areas of expertise:

- **Technical Design, Manufacturing, and Assembly:** Technical design, carpentry workshop, signage, and execution of complex assemblies.
- **Key Projects:** Exhibition stands, showrooms, designer furniture, information points, window dressing, and renovations/interior design.
- **Comprehensive Management:** License processing, space rental, logistics, catering, and specialized personnel (hostesses, security, maintenance).



## STANDS & DECORATION PORTFOLIO:



# Events and Experiences

We accompany our clients throughout the comprehensive development of their projects, acting as an extension of their own team. From conceptual design and theming to logistical execution, we provide creative and operational solutions at any stage of the event.

We take care of:

- **Exclusive Venues:** Location scouting and negotiation for unique venues, optimizing capacity and budget.
- **Theming and Special Effects:** Creation of high-impact atmospheres using DMX Fire, cold pyrotechnics, low fog, snow, rain, bubbles, and colored smoke cannons. We design stages and manufacture custom decorative elements, personalized inflatables, and exclusive signage.
- **Graphic and Audiovisual Production:** Design of photocalls, self-assembling structures, signage, merchandising, attendee accreditation, and professional photo and video coverage.
- **Support Staff:** Selection, coordination, and hiring of specialized personnel (hostesses, security, and support staff).
- **Cutting-edge Gastronomy:** Comprehensive management of catering services tailored to the event format.
- **Talent Booking:** Hiring of artists, speakers, and media personalities.
- **Strategic Communication:** Institutional coordination and outreach campaigns through our exclusive partner.





## Some of our clients:



amadeus



# INTERESTING LINKS:

[Merchandising](#)

[Ephemeral Architecture](#)

[Audiovisuals](#)



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