

Flooring Brochure



Introducing Prodoto

One of the UK's leading commercial photography studios, with over 15 years of experience catering for the image needs of major national brand names. Providing quality photography to marketing and sales teams which help your business grow.

Our home is nestled within the South Pennines, conveniently located close to major transport routes between Leeds and Manchester, whilst looking out over the beautiful hillsides of Cragg Vale.

With multiple studio spaces on site we are able to support a wide range of photographic services; including room sets, model shoots, videography, fashion and product photography along with CGI and in-house post-production.

At Prodoto we have all of your lifestyle image needs covered. With our extensive studio spaces and experienced team of interior photographers and stylists, we are ready to bring your products to life in the settings of your choice.

They say a picture paints a thousand words, so the best way to understand what we can do for you is to browse the following pages which are filled with images created in our studios.







Making An Entrance

Often underrated, hallways, staircases and landings are hardworking areas in your customers home, and choosing the right flooring is a big decision.

By showing your flooring options in aspirational entrance settings, you can help make their decision much easier.







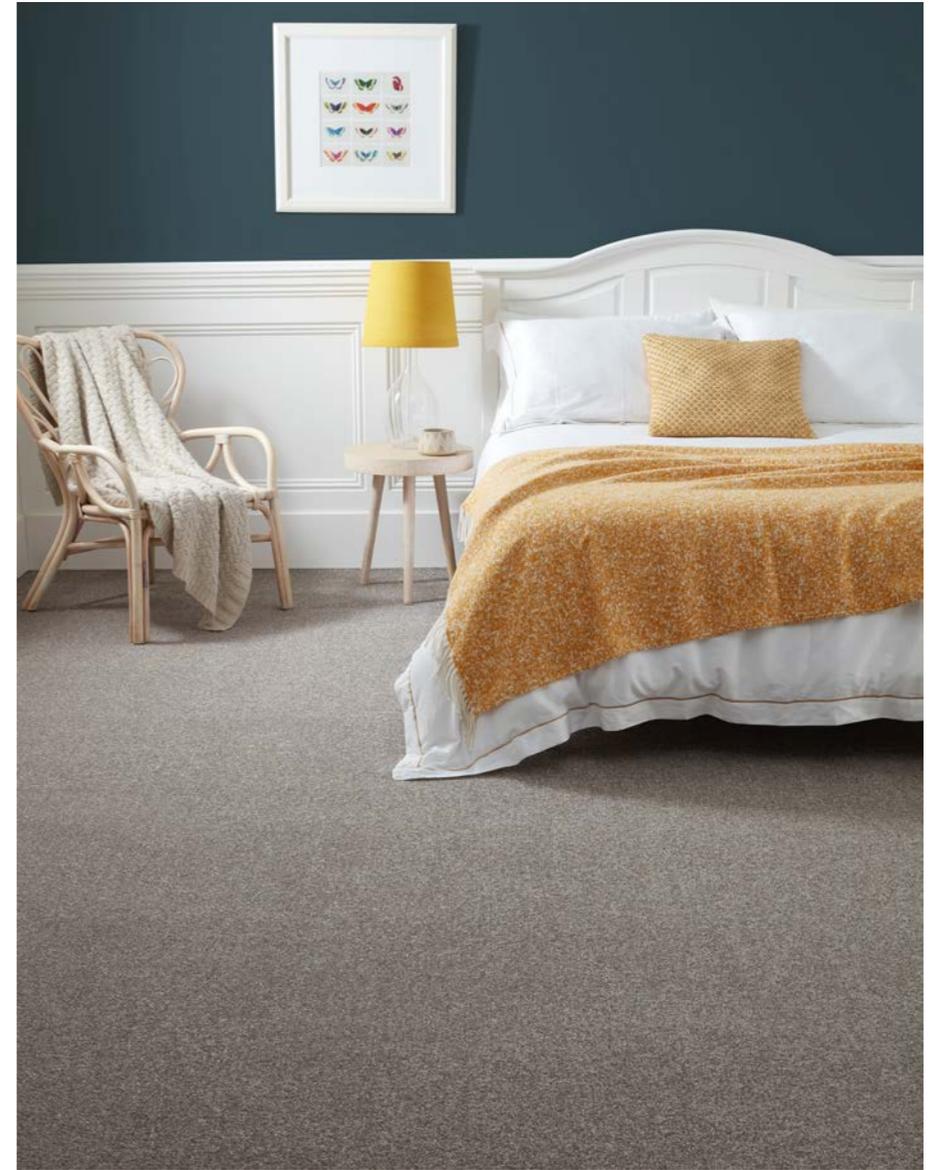




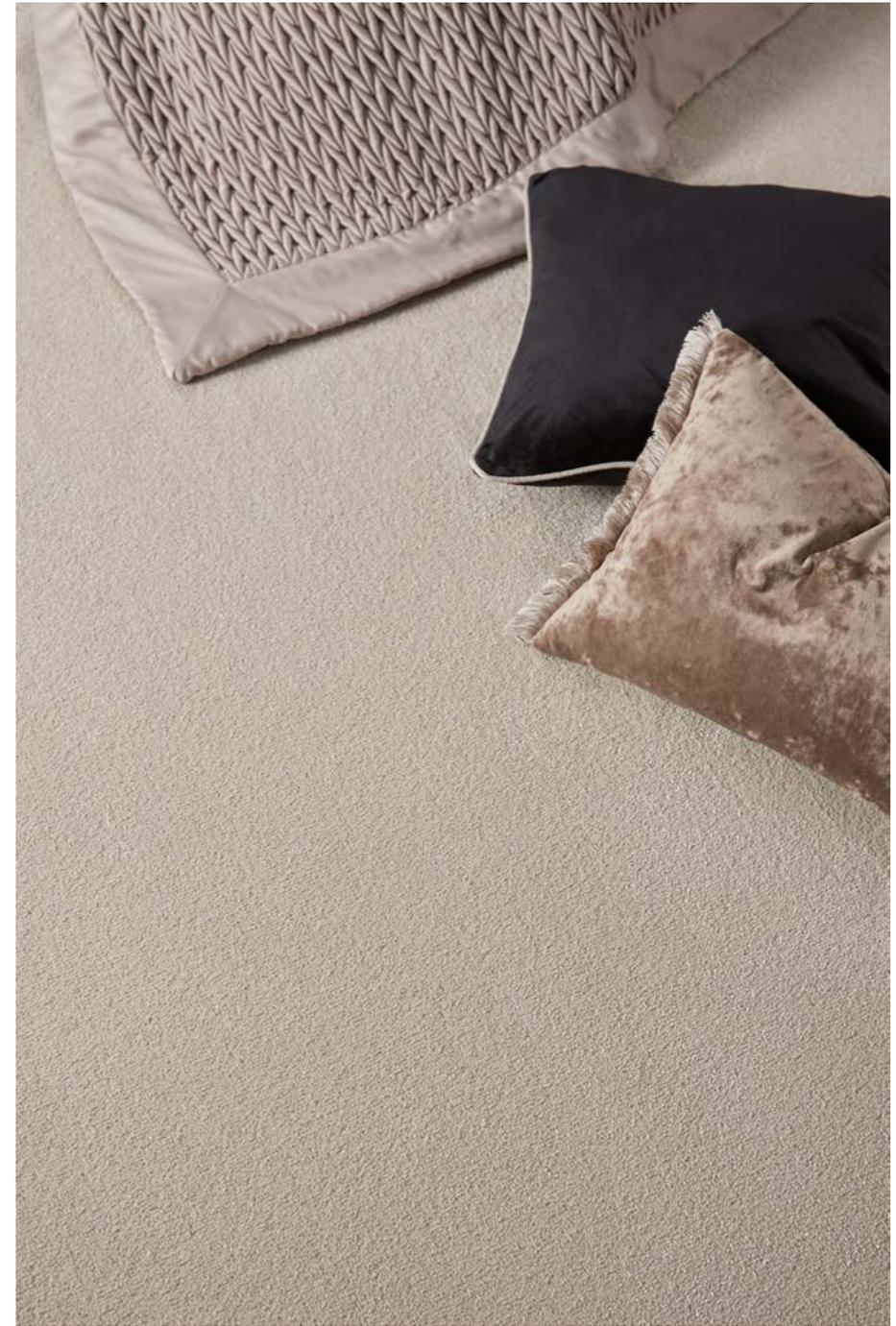
A Touch Of Luxury

We all want our bedrooms to be a place of retreat, and as a private space they can be a real expression of personality.

Let our infinite set build options allow your flooring to be shown in beautiful, inspiring spaces which demonstrate that bedrooms are not necessarily only about carpet.







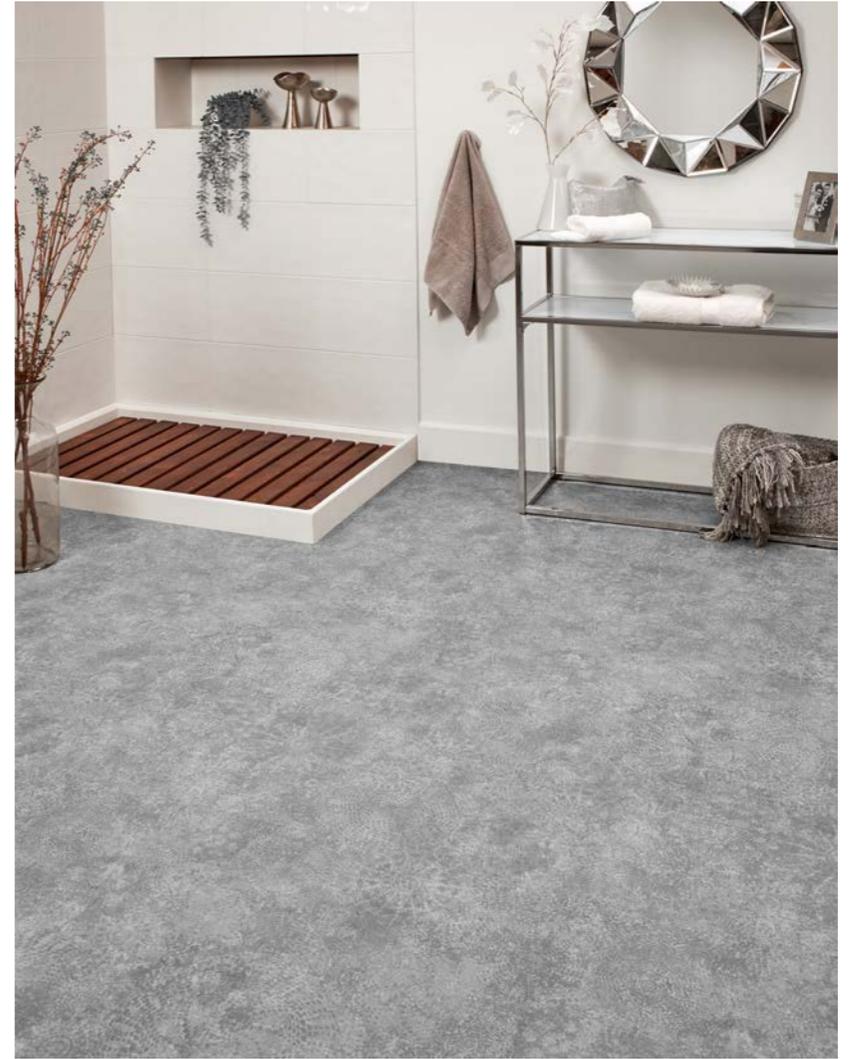


Water Water Everywhere

One of the most practical spaces in our homes, but also a place to relax and unwind. Bathroom flooring is chosen for its functionality but is also a major factor in room design.

Show your wide range of flooring options in the same setting with alternative styling to help illustrate how customer choice can change the whole feel of their room.









Food For Thought

Where everyone comes together, family, pets and guests. No space in the home needs to be more versatile or more hardworking, whilst being a reflection of personal style.

Country kitchens and ultra-modern open plan spaces can all be custom-built in our spacious room set studios.







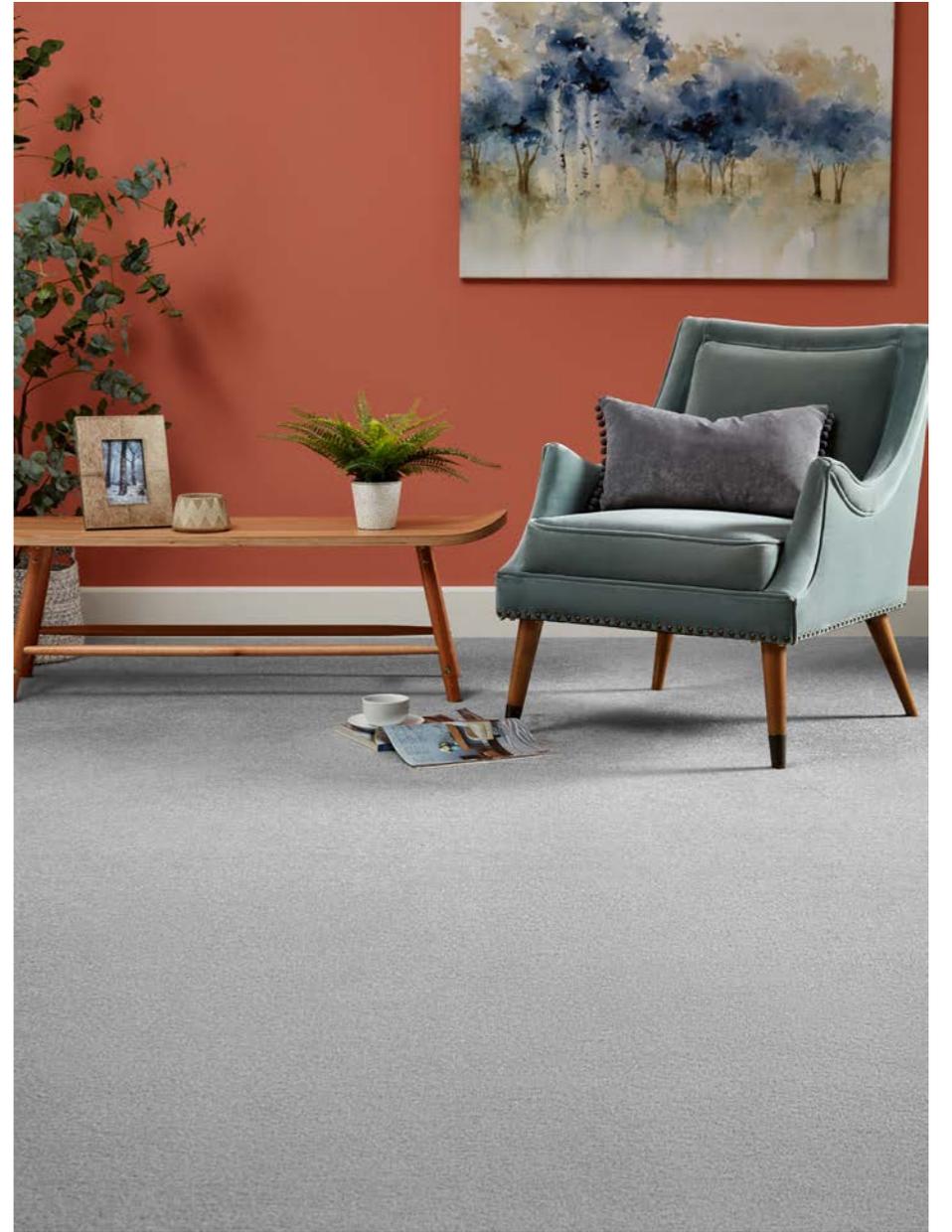




And Relax

Living rooms come in all shapes, sizes and styles but they are all about one thing, and that is comfort.

Convey the warmth and richness of your carpets or wooden flooring in desirable settings that really spark the imagination of your customers.





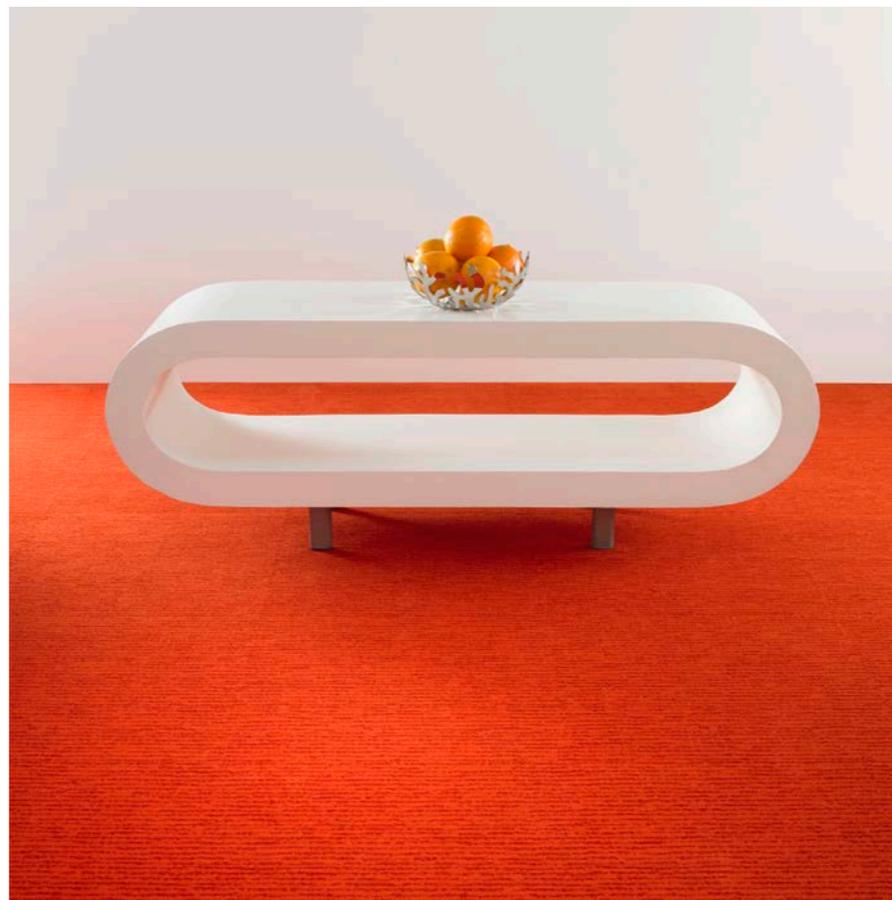




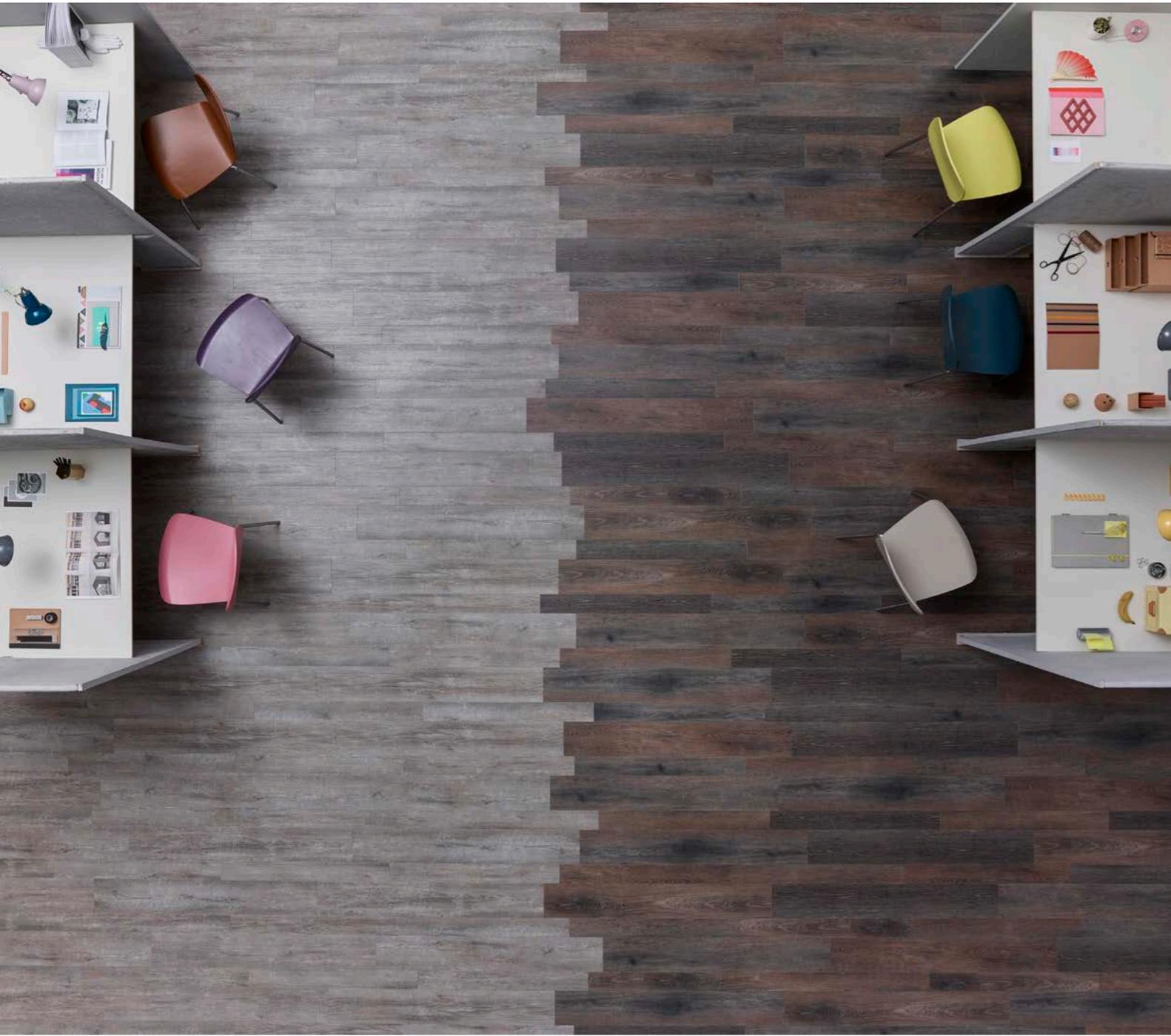


All Work & No Play

Hardwearing but stylish options for commercial spaces need to be shown differently. Spaces need to be larger, styling cleaner and sharper. All this, and more, is possible in our flexible studio spaces.









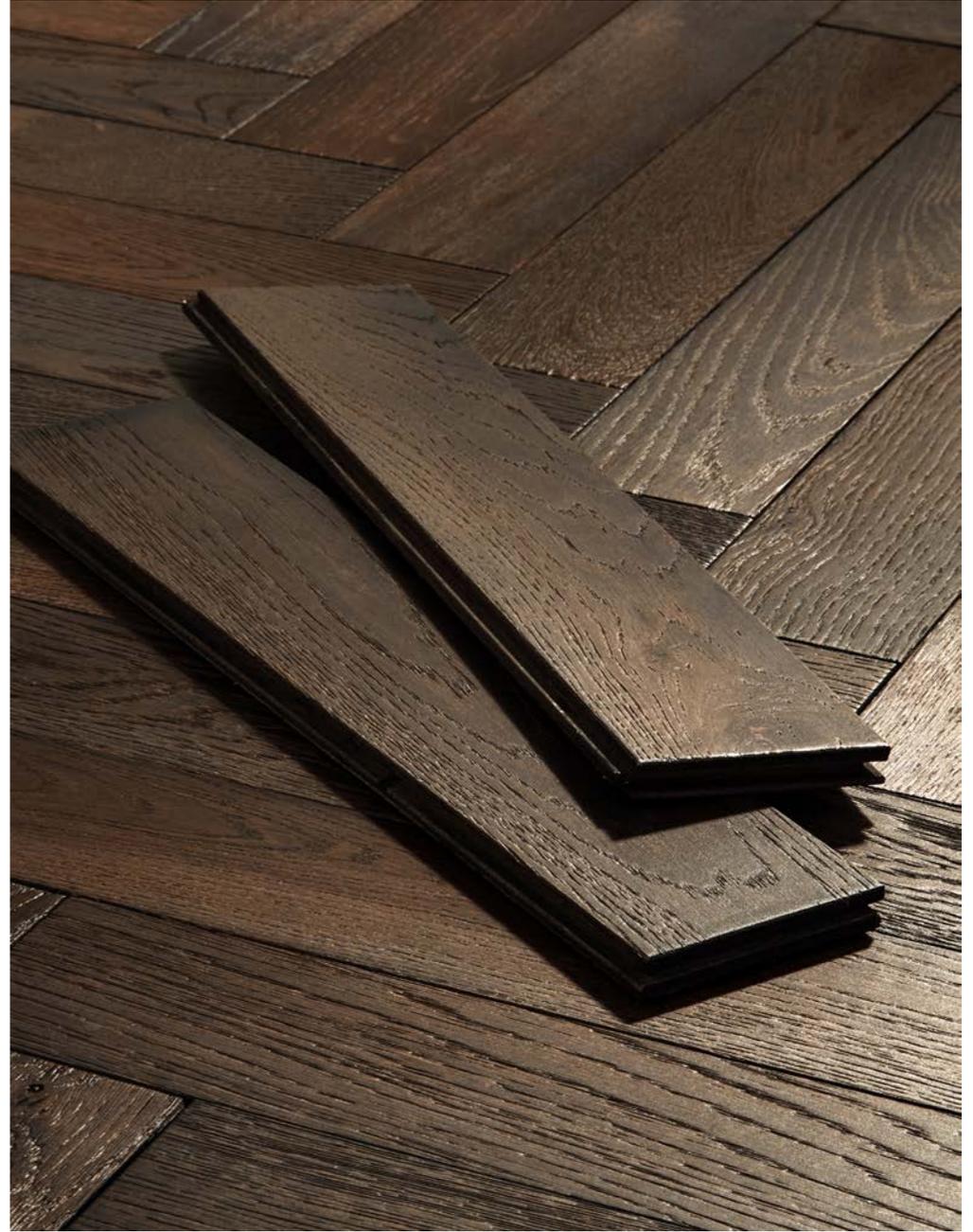


Wooden Flooring

Our in-house set build team are experts in laying your wooden flooring designs, and our interior photographers are skilled at lighting them to bring out the beauty of the grain and finish.





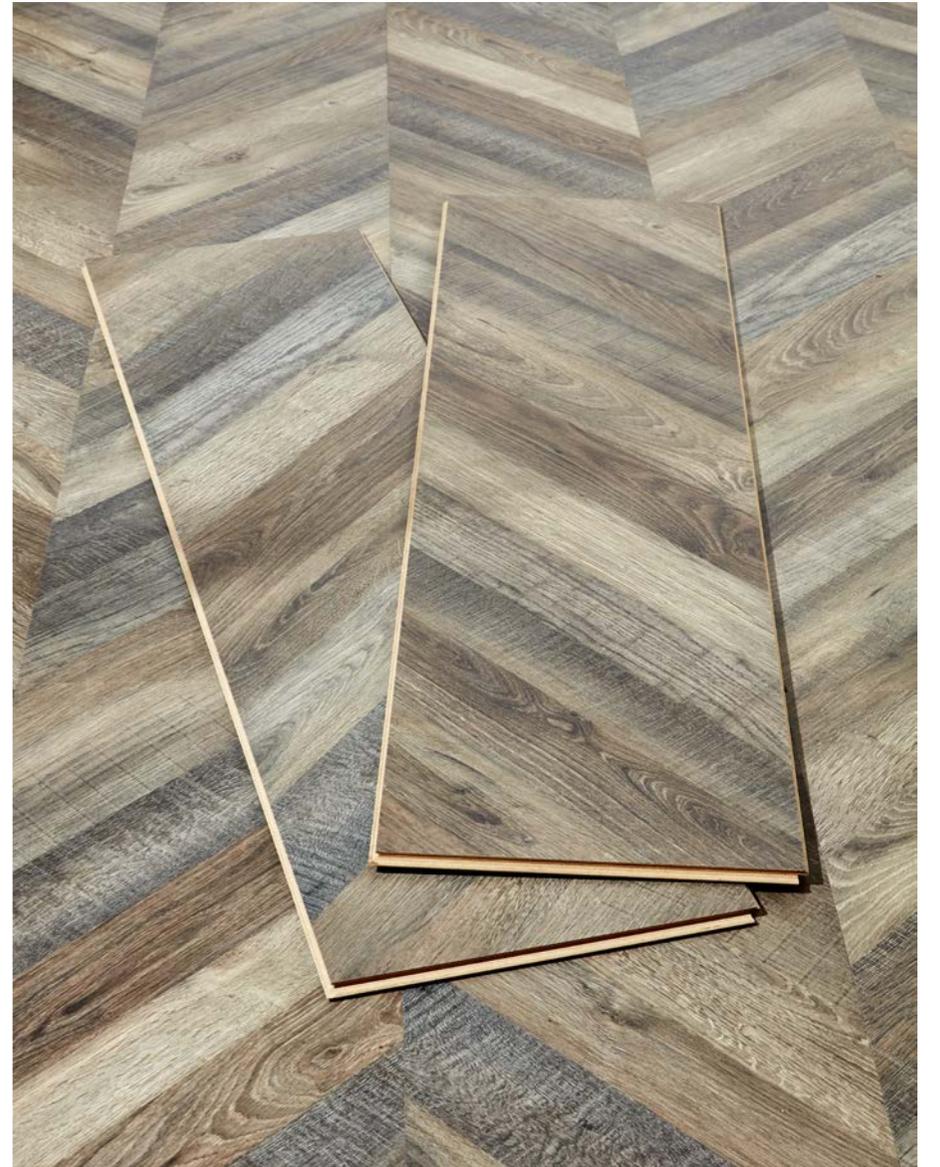


Hard Flooring

Image packages are an option where you need a selection of shots including lifestyle, cameo crops and detail shots to show plank construction, or visualiser shots to work with your website 'room view' technology.

Perfect for laminate, LVT or loose lay flooring types to show the flexibility and ease of installation for these options.











Vinyl Flooring

Fun, functional and practical. Where pattern and colour come to the fore in the flooring market. Our stylists can accessorise your designs to highlight the wide variety of settings for this versatile material.



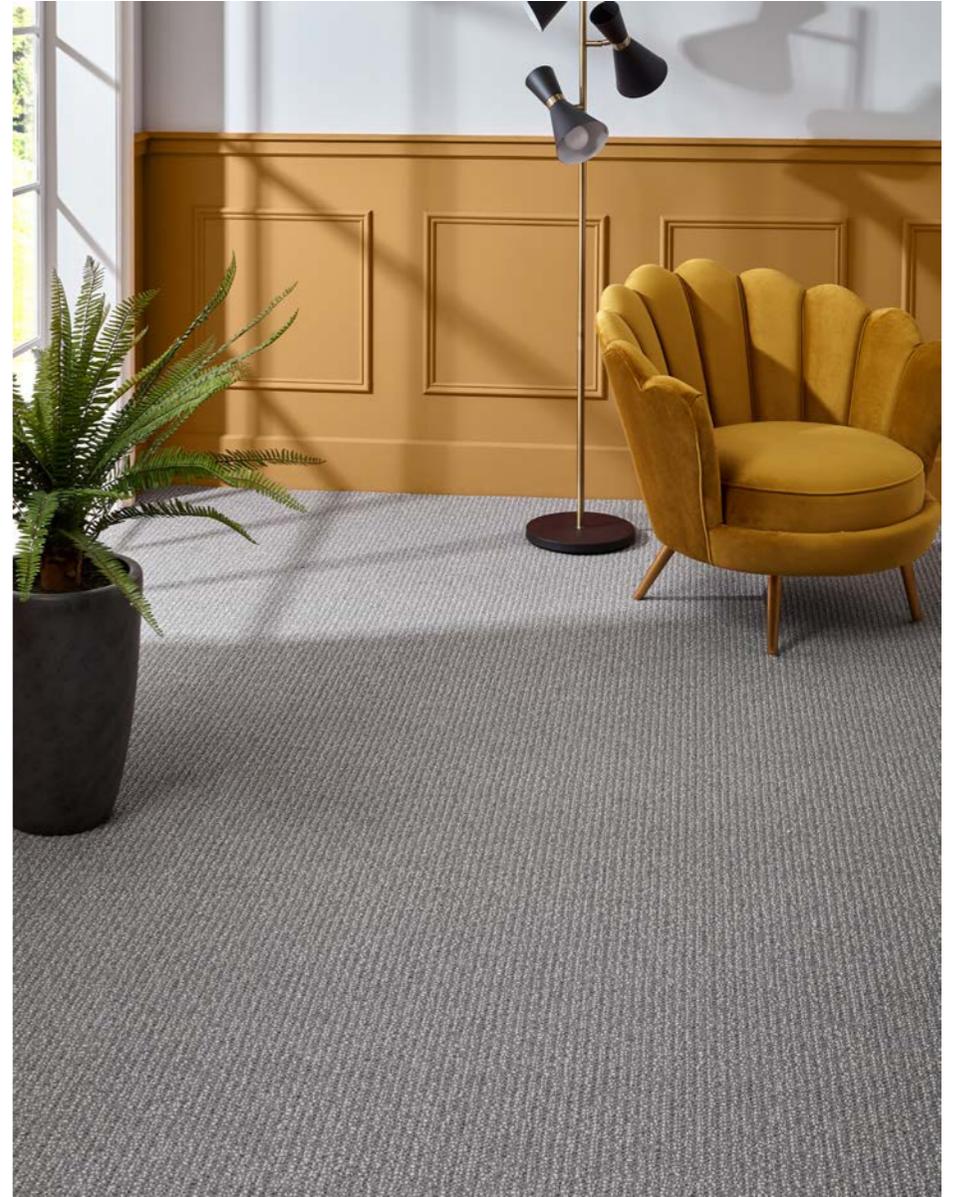




Carpet

Gentle, natural effect lighting brings out texture and tone, showing the subtleties of twist pile and patterns of loop pile while demonstrating the softness and depth of your carpets.





Really Tie The Room Together

More than an accessory, rugs are often a focal point. Show your ranges, textures and patterns in creative and innovative ways as group shots or individual items.





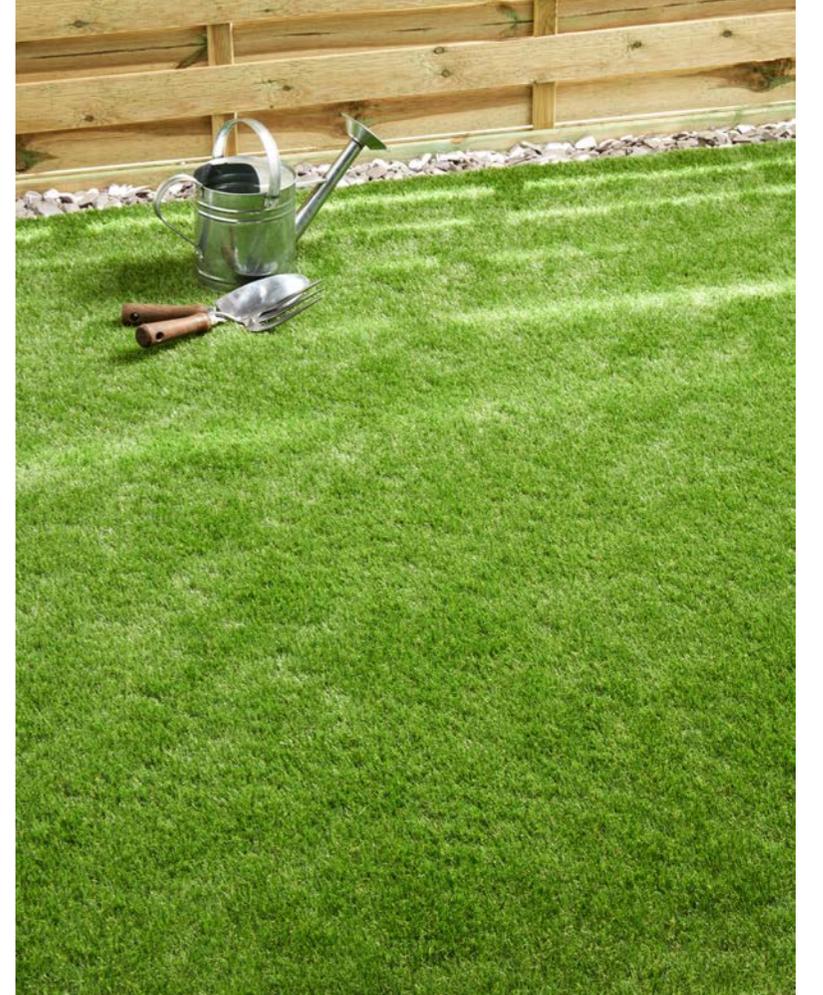


Artificial Grass

Huge growth in popularity for this low maintenance product has led to an increasing need for studio based “outdoor” photography. Garden style sets built in the studio and lit to look like a sunny summer’s day.

Close up shots to show colour variation and pile depth are all important to convey the realistic nature of these products.

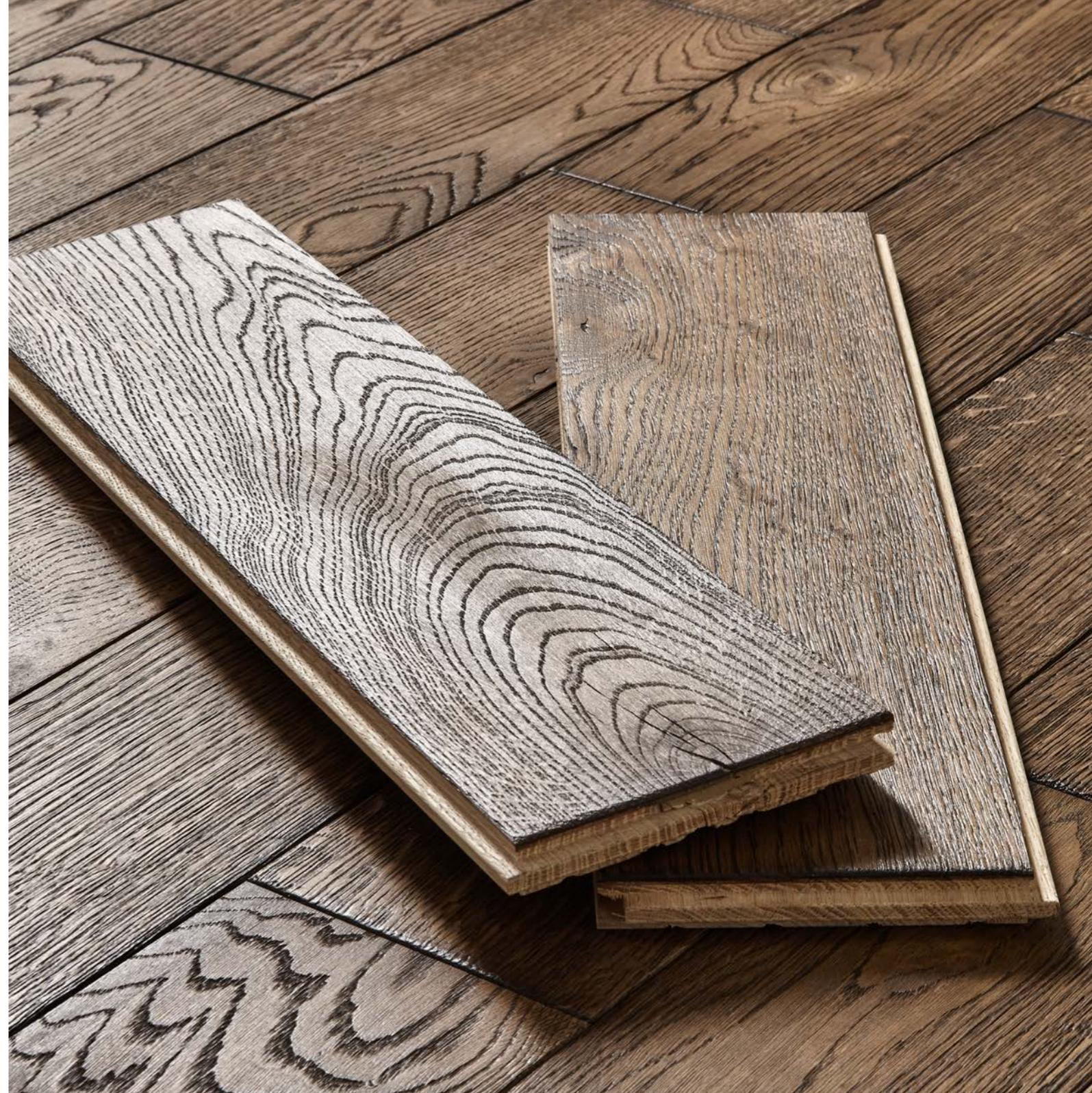




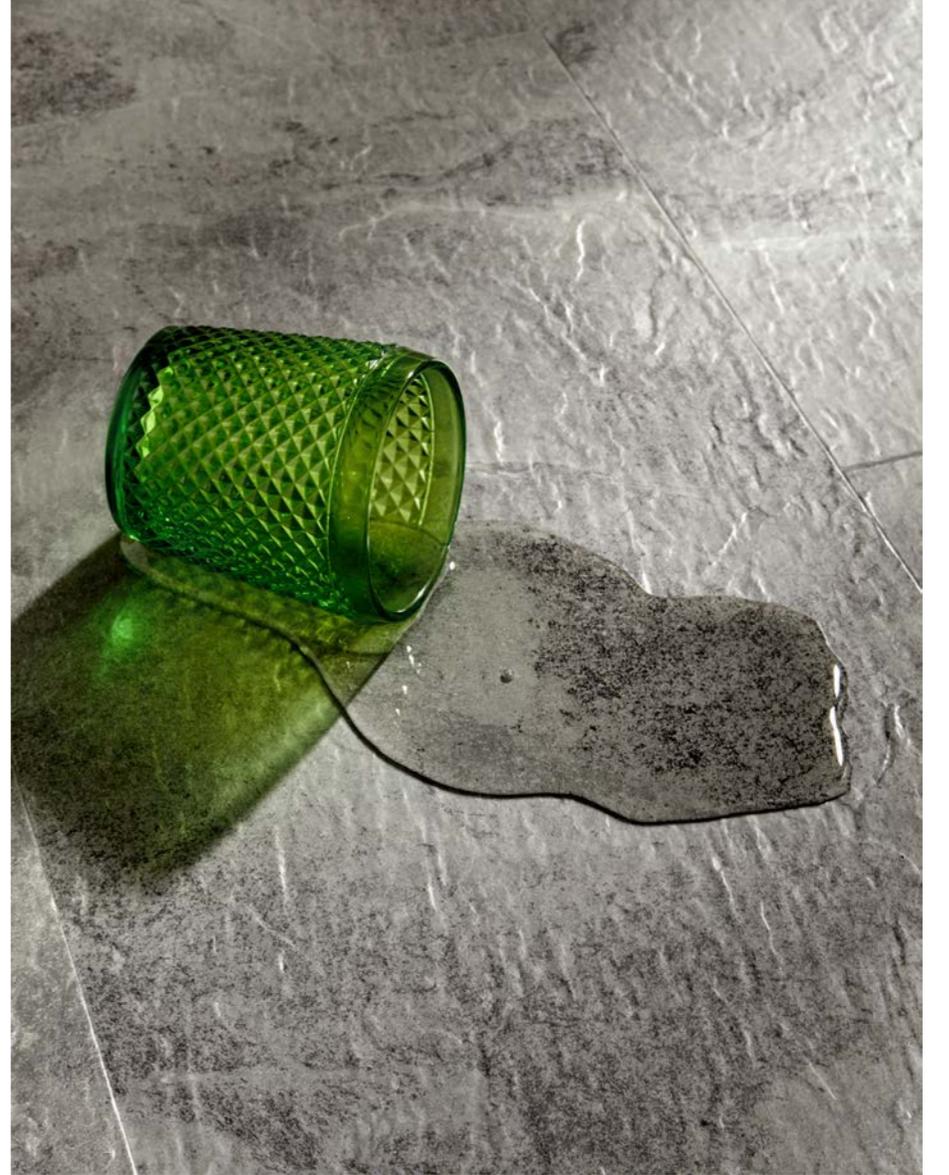
Textures & Finishes

Shots that show wood grain, stone texture, surface finish and pile depth are all available as part of your flooring photography package. Whether your floors are matt or gloss, textured or smooth, deep pile or short, our photography will highlight those details.

Technical performance can be shown with liquid spills and stains. Options for stills or video assets to show ease of the cleaning up process.



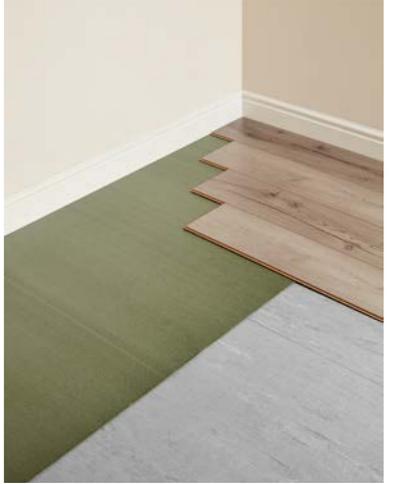






Installation & Accessories

“How To” guides for your customers are easy to create with step by step still images, or video clips. Show underlay, trims and accessories clearly to illustrate how and where to use them, and the full range of options you have available.

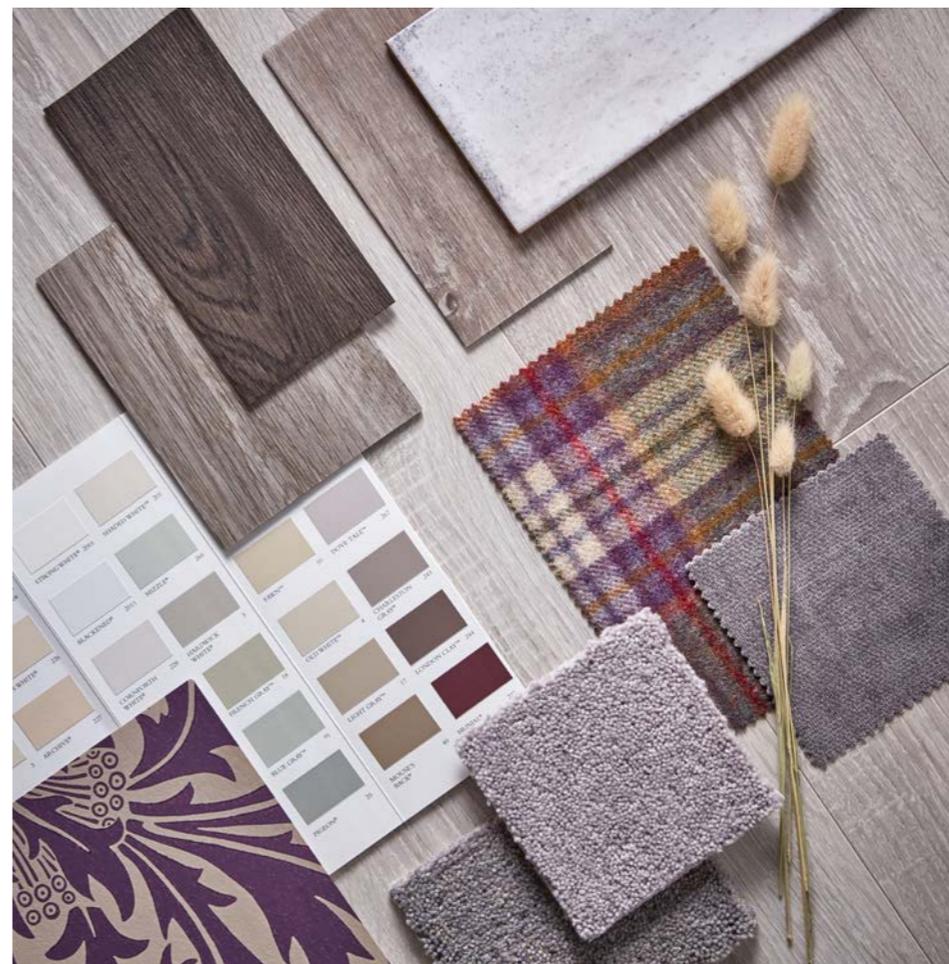




Perfect Marketing Or Social Media Content

Book a creative shoot using your products to show how integral they are to room schemes.
Perfect for range launches, seasonal campaigns or marketing collaborations.







Cameos

Full room shots give a great impression of scale and are aspirational devices, but why not add some cameo shots to your package, getting closer to designs and textures showing detail clearly. Props can be used to hint at lifestyle options, but the focus is all on your flooring.







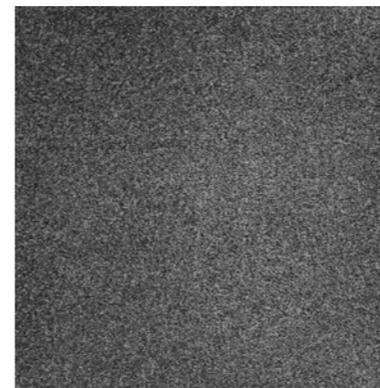
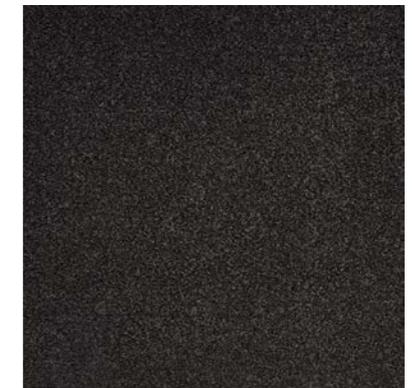
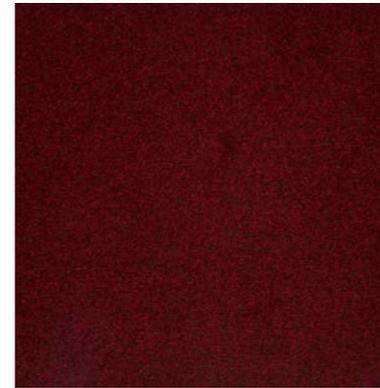
A Different Angle

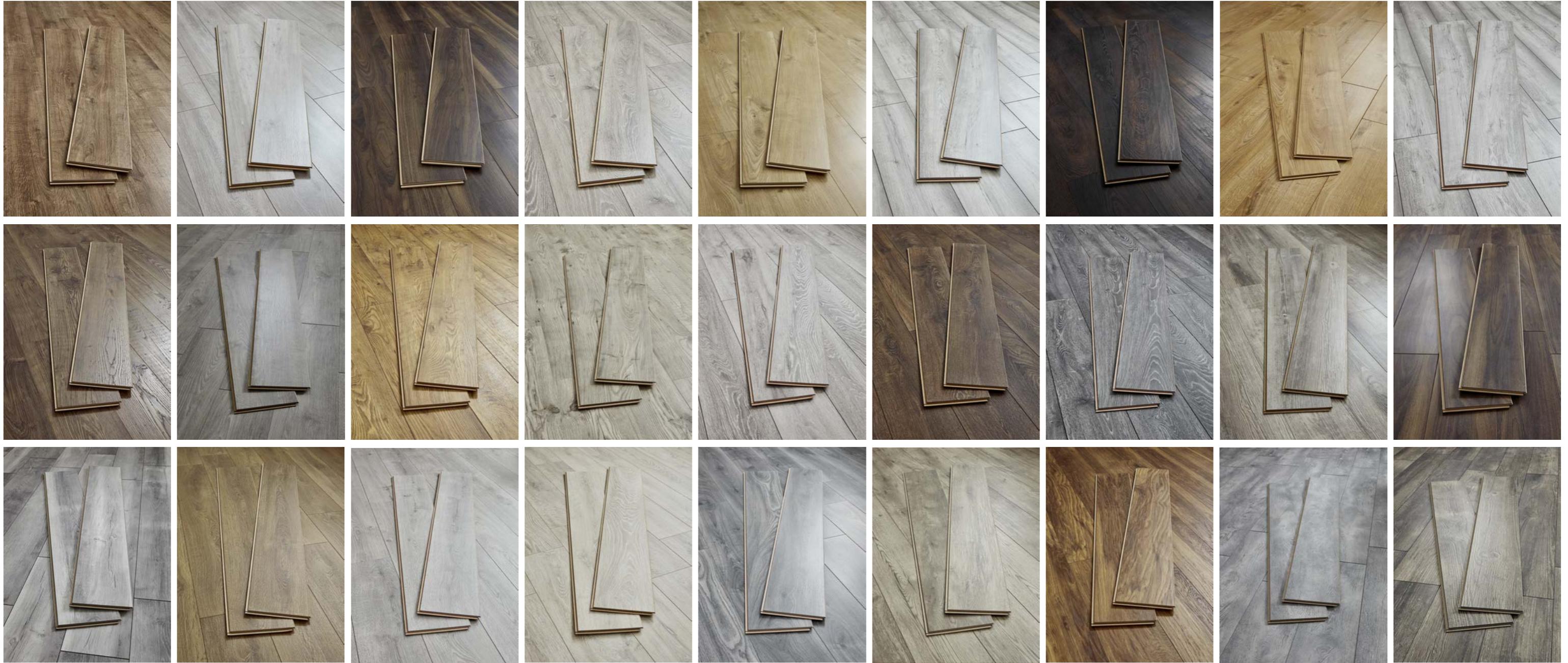
Perfect for flooring, why not get up high for overhead angles and really make your product the star of the show.



Colour Ranges

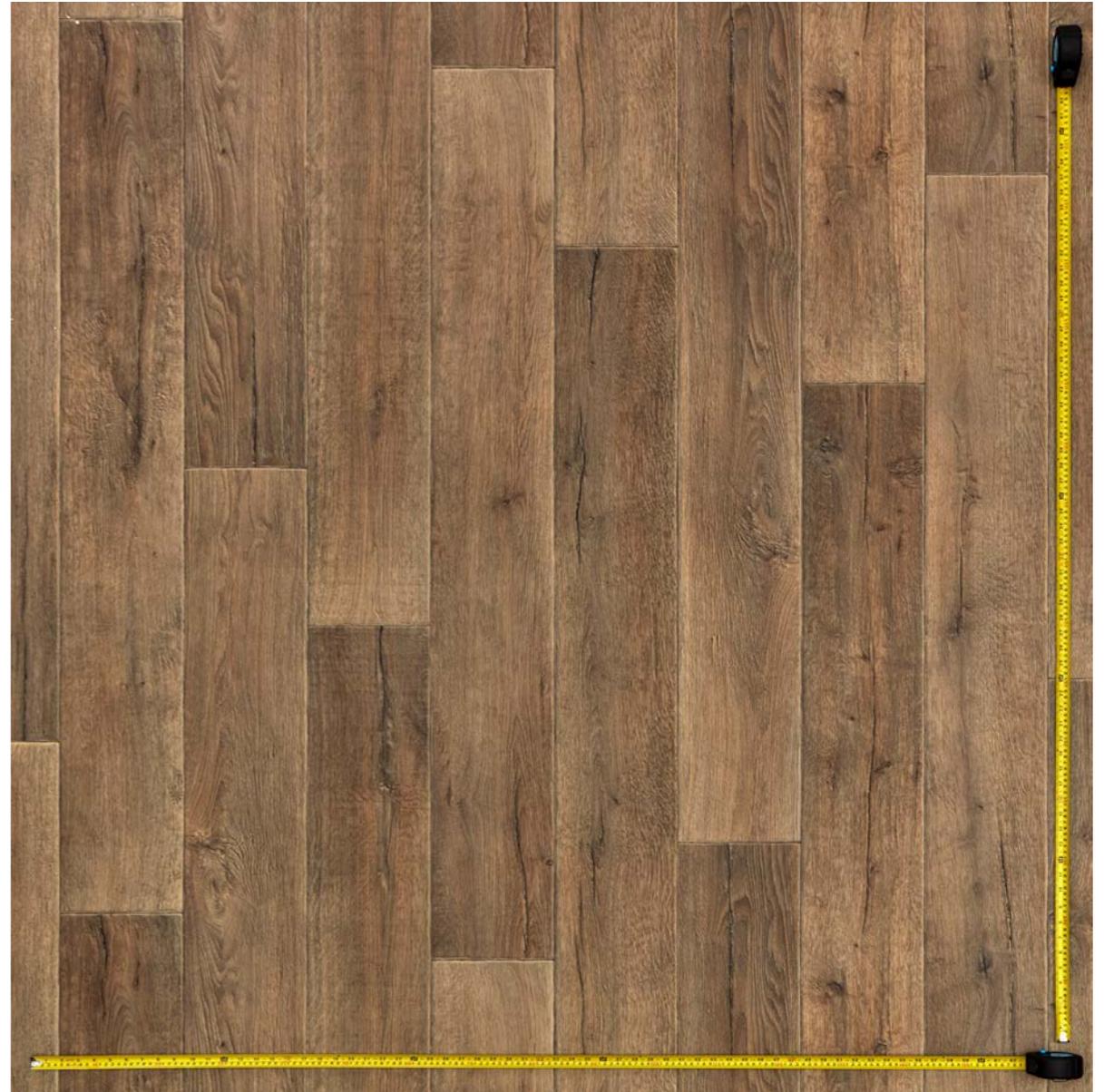
Simple 'swatch' shots to show your colour ranges accurately and consistently are available options and can also be shot to illustrate the construction and quality of your product.

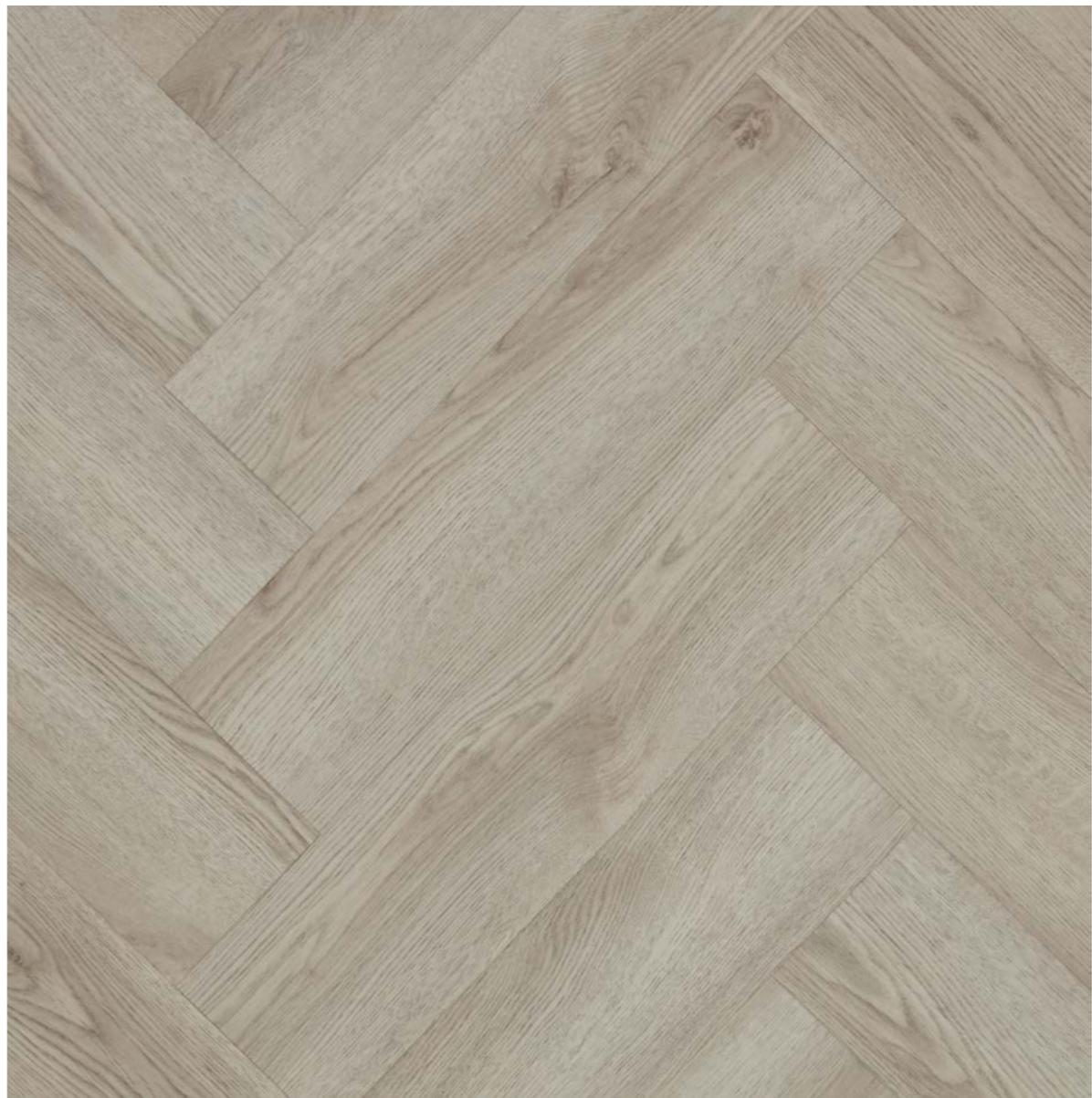




Visualiser Images

Shots for use with room view visualiser technology are taken with even lighting, allowing the image to be tiled up by your software to create this important selling tool. We can provide images with rulers included to show scale if required, so that accuracy is assured.





Getting More From Your Set Build

Our post-production team can change colours of fixtures such as kitchen units, worktops and walls; toning them with flooring designs to give you added image variety without the cost of building multiple room sets.

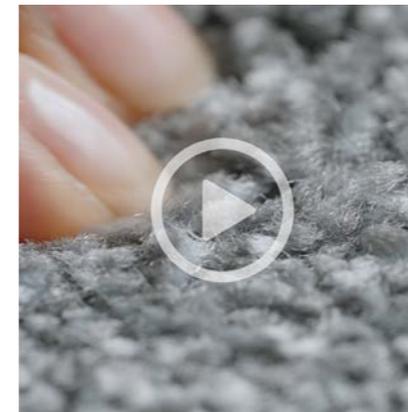
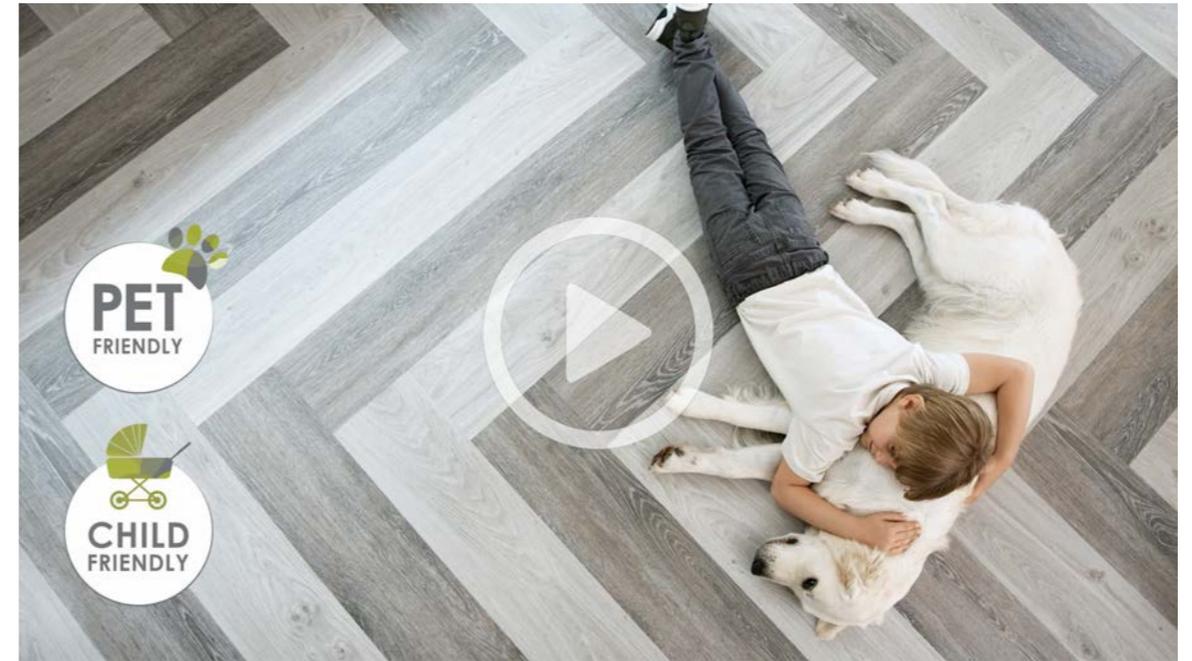


Video

Why restrict your brand to stills, we can create the perfect video to show your products in a style to suit you.

Take a look at these examples on our website videography page.

www.prodoto.com/videography



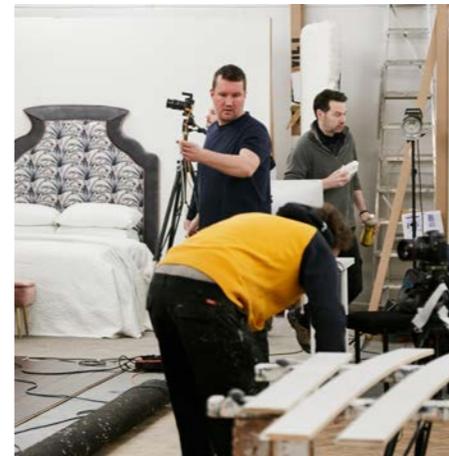
Teamwork Makes The Dream Work

From the moment your stock arrives the Prodoto team get to work.

Our Goods In department check your stock to ensure everything is here before handing it over to set build or photography for your shoot.

We work with a wide range of interior stylists who can be booked to team up with our experienced interior photographers.

If you have a preferred team just let us know, alternatively we can make suggestions and offer options to select from, giving your shoot its unique style.





Set Build

Our in-house set build team can produce any setting you need, creating atmosphere and realistic environments for your products.

Our studio props are available, and we have good relationships with many local prop hire companies for any special items you need.



Next Steps

We hope these images have inspired you.

If you are thinking of trying something new, why not contact our friendly Production Team and find out how we can help you get the very best photography for your next product ranges.

PRODOTO
PHOTOGRAPHIC STUDIOS

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