

Colormax Decor Launches Solar-Powered Retail Branding Solutions in Kolkata

Colormax Decor, Kolkata's premier retail branding and signage agency, today announced the launch of its next-generation Solar-Powered Signage line, marking a significant shift toward sustainable, eco-friendly advertising in Eastern India.



kolkata, West bengal Mar 16, 2026 ([Issuewire.com](https://www.issuewire.com)) - [Colormax Decor](#), Kolkata's premier retail branding and signage agency, today announced the launch of its next-generation [Solar-Powered Signage](#) line, marking a significant shift toward sustainable, eco-friendly advertising in Eastern India. With over 20 years of expertise and a portfolio of 1,500+ happy clients, Colormax Decor is solidifying its position as the go-to partner for high-impact retail environments.

As the retail sector in West Bengal undergoes a digital and aesthetic transformation, Colormax Decor is bridging the gap between traditional visibility and modern sustainability. Their new suite of services includes Solar BQS (Bus Queen Shelters), Solar Benches, and Solar Kiosks, designed to provide 24/7

brand presence while significantly reducing energy costs for businesses.

"We don't just print; we build impressions," said the Director of Colormax Decor. "Our mission is to transform static retail spaces into immersive brand experiences. By integrating solar technology with premium fabrication, we are helping brands like Samsung, Vodafone, and UltraTech stay visible while embracing green energy."

Comprehensive Branding Ecosystem

Colormax Decor offers an end-to-end "Concept to Completion" model that includes:

- **Next-Gen Signages:** Neon & Sky signs, LED displays, Glow boxes, and Revolving Lollypop signs.
- **In-Shop Branding:** Custom store decor, one-way vision, and bespoke in-store furniture.
- **POSM & Mass Branding:** High-conversion Point-of-Sale materials and large-scale wall wraps/Dhabha branding for rural and urban reach.
- **Exhibition Excellence:** Custom-built modular and double-decker stalls for trade shows and expos.

About ColorMax Decor

Established in 1992, Colormax Decor is a full-service retail branding agency based in Kolkata. Specializing in visual merchandising, shopfitting, and innovative signage, the company has completed over 867 major projects for industry leaders in telecommunications, cement, banking, and electronics.



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