



TRANSFORM

CORPORATE
ENVIRONMENTS

KEY MESSAGES

OPPORTUNITIES

APPLICATIONS

CASE STUDIES

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STANDARD RE-FITS COST 7 TIMES MORE

Traditional rip-out projects cost 7 times more than wrapping using vinyl.



NO LOSS OF REVENUE

Refurbishment can be done one room at a time, meaning no workplace closure or expensive downtime.



IMPROVE PRODUCTIVITY

Improving the interior aesthetics of a corporate environment can help motivate occupants to increase their productivity.



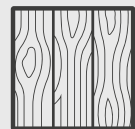
QUICK INSTALL WITH NO BUILDING WORK

Refit without the mess and in a fraction of the time. Vinyls can often be applied over the existing substrate.



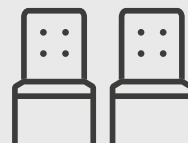
NOT JUST FOR FLAT SURFACES

Its versatile 3D form can fit virtually any surface. Curves and complex shapes no problem.



1500 REALISTIC TEXTURES AND PATTERNS

From concrete to metal and wood to leather; Hyper realistic textures look and feel like the real material.



TRANSFORM ONE ITEM OR TRANSFORM MANY

Rejuvenate an entire interior in one go or just wrap individual items over time i.e. tables, walls and drawers



A SUSTAINABLE SOLUTION

Vinyl offers a longer term solution - reusing and recycling furniture rather than disposing of it.



FIRE TESTED, MOISTURE AND HEAT RESISTANT

Fire tested, CE marked and IMO approved for peace of mind. Vinyl is also moisture and heat resistant.

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HOW TO FIND OPPORTUNITIES

TOOLS AVAILABLE

RESIDENTIAL



Apartments
Town Houses
Retirement Homes

RETAIL & LEISURE



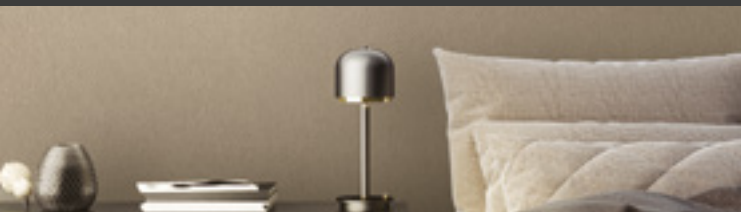
Retail Chain
Shopping Centres
Independent Retail
Cinema/Bowling Complex

HEALTHCARE



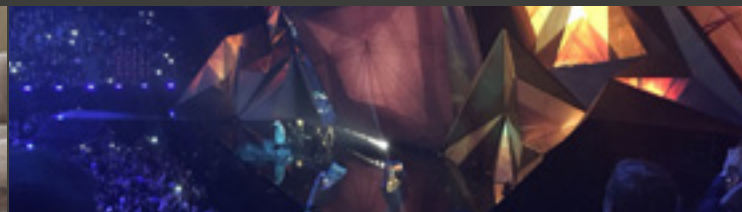
Hospitals
Clinics
Nursing Homes

HOTEL & HOSPITALITY



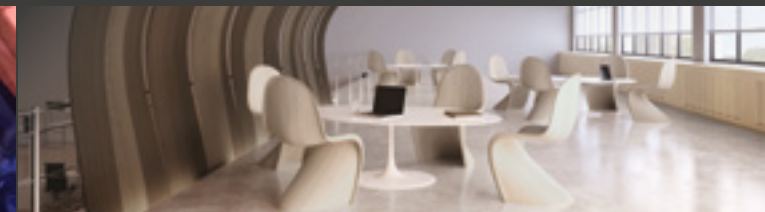
Hotel
Theme Park
Cruise Ship
Resort
Bars & Restaurants

PUBLIC SPACE



Government
Stadium
Education
Museums

CORPORATE



Office Blocks
Factories
Small Business
Banks

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TOOLS AVAILABLE

PROMOTE YOUR BUSINESS.

You need to make your business visible. Use social media to market your business and attract new enquiries. Here's some tips:

Website. If you don't have a website make sure you get one. Most businesses will search the internet for suppliers. It's only to get a 'feeling' for the business.

Photos. Take photos of your installations. Make sure you capture 'before & after' examples. This is really important in creating the 'wow' effect.

Social Media. Post regular images of installations on social media channels. Instagram and Twitter can be effective platforms for developing business as they are very visual. Tag us in and we can share your content.

MAKE CONNECTIONS AND MEET BUSINESSES

Many businesses develop new leads through meeting people. Here's some tips:

Breakfast Clubs and Networking. There are established networking events in all towns and cities. It's a good way of meeting lots of potential customers in a short amount of time.

Local exhibitions and conferences. Consider exhibiting at these events. Take before and after samples along so visitors can see and feel the products.

Upsell to your existing customers. Make sure your existing customers know the breadth of your service offer. It's easier to upsell new products to them because they know and trust you.

Attend national trade exhibitions:

- Surface Design Show
- Retail Design Expo
- UK Construction Week Show
- RCI Show
- Paint Show
- Sign & Digital

Join Trade Associations.



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SUPPORT LITERATURE



Architextural Brochure



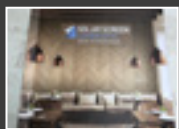
Case Studies Brochure



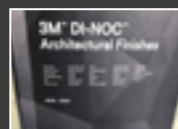
3M DI-NOC Brochure



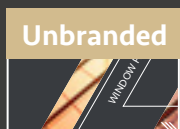
Window Films Brochure



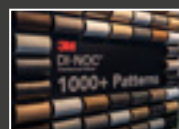
Cover Styl' Pattern Book



3M Pattern Book



Unbranded Brochures



Product Samples



Swatches



Sales Cheat Sheets



Installer videos



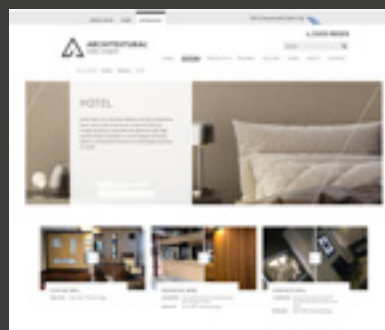
Promo videos

INSPIRATION CENTRE

A dedicated facility for you to bring customers to see, touch and feel the different finishes in a real setting.



WEBSITE www.architextural.co.uk



BUSINESS DEVELOPMENT MANAGER

Our BDM can support you in many ways:

- A-Team installer network/support
- Product Support
- Help with project pitching
- Pricing advice
- Project management of trial installs
- CPD events and training

SOCIAL MEDIA



- Support Graphic
- # hashtag

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SALES ARGUMENTS

EXAMPLES

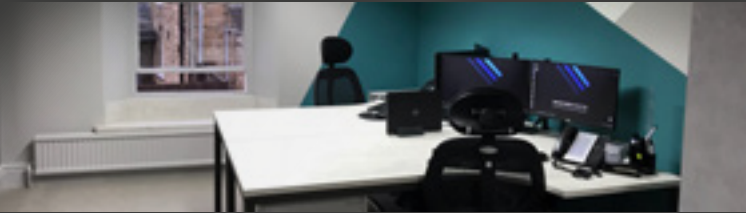
FOYERS



RECEPTION



OFFICE SPACE



Doors



Walls



Window Frames



Lift Areas



Doors



Walls



Window Frames



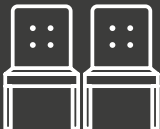
Reception Areas



Lift Areas



Seating



Doors



Walls



Window Frames



Furniture



Bathrooms



Desks



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EXAMPLES

BASIC CALCULATION

STRAIGHT FORWARD WALL INSTALLATION



MEASURE

Make sure you measure to work out how much material you will need for every surface

COST OF MATERIAL + **MARGIN %**



+
**LABOUR £
PER HR/DAY**

NOTE. This is a guide only. Every job will be different and all businesses are different.

ADDITIONAL CONSIDERATIONS/FACTORS



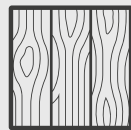
Furniture and Complex Shapes

Cost of material + Margin + Contingency



Heat Gun Application

Add extra time



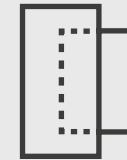
Pattern Repeats

Add extra material



Fire Door

Be aware of frame + door sets



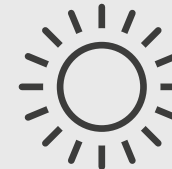
Overlap/Butt Joint Applications

+5 mins per joint



Surface Preparation

Allow time for sufficient prep and application of primers



Outside Application

Specify the right 3M material + 15mm overlap plus abrade and prime

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BENEFIT	DI-NOC	LAMINATE	VENEER	STONE	PAINT	WALLPAPER
Wide Range of Patterns	•	•				•
Textured Structure	•		•	•		
Custom Colour Service	•	•			•	•
Self Adhesive	•	•			•	
Flexible/ Comfortable	•	•			•	•
Thermoformable	•					
Easy to Install	•				•	•
Easy to Repair	•				•	•

EXPENSIVE COMPARED TO WHAT?



Lower impact on the business



Increased productivity of staff



Reduce the number of trades involved



Reduced number of skips and landfill



Reduced noise and disruption

CHAIN COSTS

	COST OF MATERIAL	PREP & APPLICATION	MAINTENANCE	REMOVAL
Paint				
Laminates				
Tapestry				
DI-NOC				

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EXAMPLES



BEFORE



BEFORE



BEFORE



BEFORE



AFTER



AFTER



AFTER



AFTER

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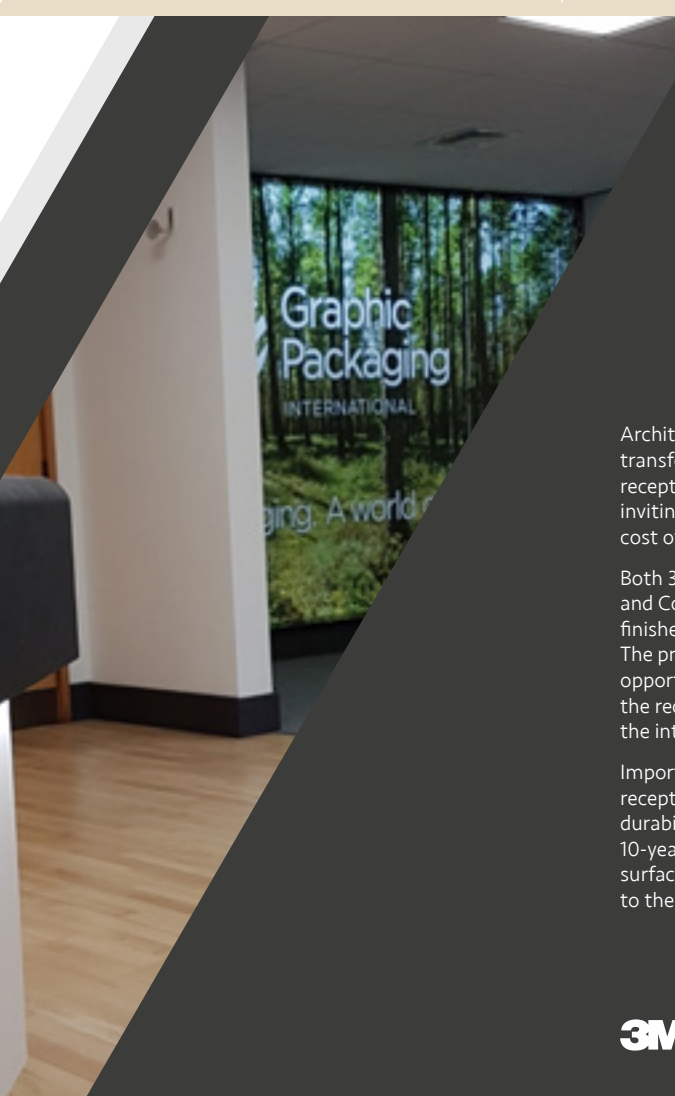
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“With low cost and high quality being top of the clients wish list, the architectural finishes products were sought after to deliver this project.

The overall effect of the films on the interior was much better than expected, and the reaction from the client was a fantastic one.”



BEFORE



AFTER



Architectural film has been used to transform a very dated 1980s looking reception area into a more modern and inviting interior space, without incurring the cost of a full rip out and refurbishment.

Both 3M DI-NOC AE-1719 Advanced Earth and Cover Styl' J14 White Wood architectural finishes were selected for the project. The products provided the client with an opportunity to refurb multiple surfaces in the reception area due to the flexibility of the interior film.

Importantly for a high traffic area like a reception area, the interior vinyl offers a high durability finish, with the products offering a 10-year durability. If there is damage to the surface there is no need to panic as repairs to the film can be conducted on site.

3M DI-NOC