



TRANSFORM

HOTELS &
HOSPITALITY

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 wholesale closure or expensive down time.



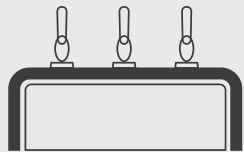
INCREASE REVENUE FOR PREMIUM ROOMS

Great looking rooms encourage customer bookings with potential to increase revenue too. Refurbish a small number of rooms to create exclusive accommodation.



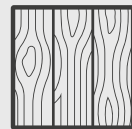
QUICK INSTALL WITH NO BUILDING WORK

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



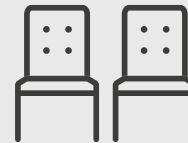
NOT JUST FOR FLAT SURFACES

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. bar, tables and trims.



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



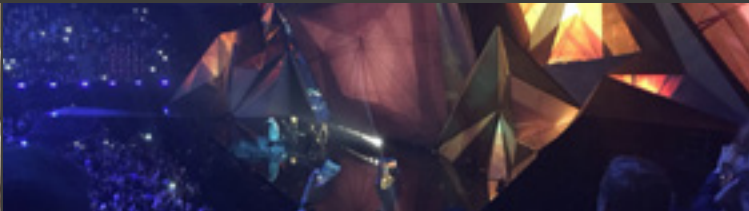
Hospitals
Clinics
Nursing Homes

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. If 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



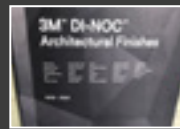
3M DI-NOC Brochure



Window Films Brochure



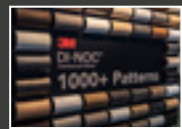
Cover Styl' Pattern Book



3M Pattern Book



Brochures



Product Samples



Swatches



Sales Cheat Sheets



Installer videos



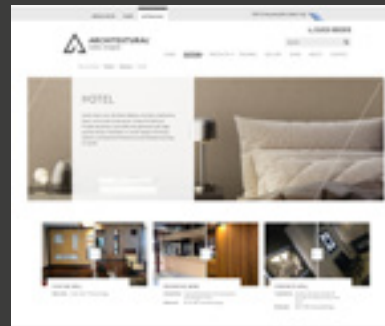
Promo videos

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

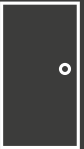




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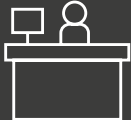











KEY MESSAGES	OPPORTUNITIES	APPLICATIONS	CASE STUDY
GUIDE TO PRICING	SALES ARGUMENTS		COST COMPARISONS

BEDROOMS RECEPTION BAR



Doors 	Walls 
Window Frames 	Furniture 
Bathrooms 	

Walls 	Reception Areas 
Window Frames 	Tables & Chairs 
Lift Areas 	Doors 

Tables & Chairs 	Bar Areas 
Counters 	Walls 
Bathrooms 	

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COST COMPARISONS

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



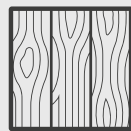
Furniture and Complex Shapes

Cost of material + Margin + Contingency



Heat Gun Application

Add extra time



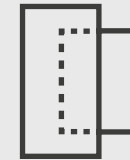
Pattern Repeats

Add extra material



Fire Door

Be aware of frame + door sets



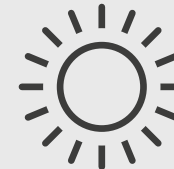
Overlap/Butt Joint Applications

+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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COST COMPARISONS

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 revenue for 'Premium' rooms



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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EXAMPLE

“
HILTON CHOSE TO WRAP HOTEL ROOMS AND FIRE DOORS RATHER THAN REPLACE DUE TO THE MASSIVE COST SAVINGS.
”



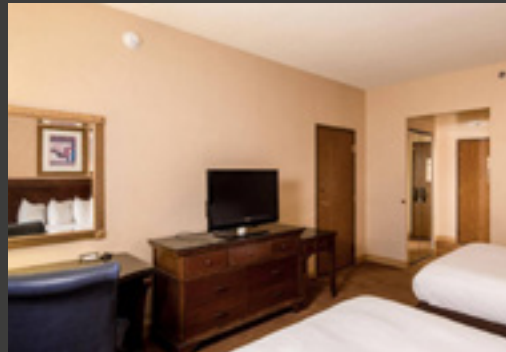
3M DI-NOC Case Study:
Hilton Honors

Project:
832 Guest room renovation

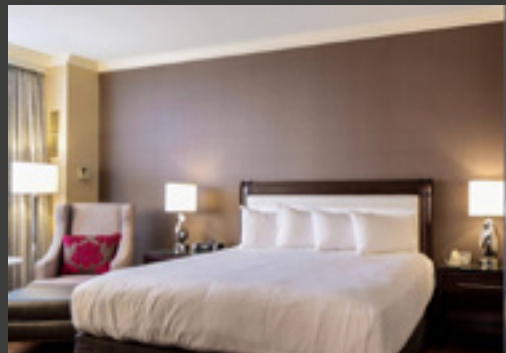
Total Project Size:
2200+ total doors

Cost Saving:
New door estimate: \$1000
Door refresh using 3M DI-NOC estimated: \$500
Total Estimated Saving using 3M DI-NOC: \$1,000,000

BEFORE

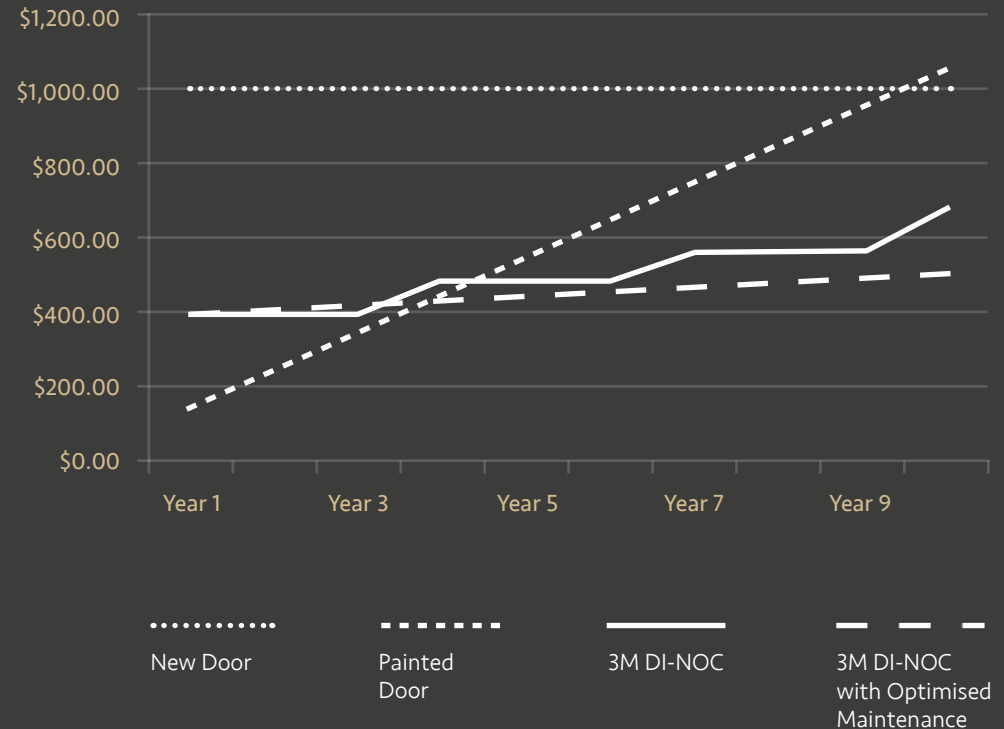


AFTER



ESTIMATED COSTS OVER TIME

This graph shows that whilst DI-NOC may seem expensive as an option at the beginning, the long term cost is less.



3M DI-NOC

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Refurbishments are happening with leading hotel brands...



"As a construction manager specializing in high-end themes, I was immediately convinced by Cover Styl'.

For the Club Med Group, Cover Styl' is the perfect solution for the renovation of our holiday villages and a good substitute for various carpentry work on doors, design elements and furniture.

Frédéric Davi,
Deputy Director of Constructions
Zone Europe Africa



3M DI-NOC Architectural Finishes have no need for specialist tools or machinery, and can be installed quickly overnight or during the day when guests are away. This means the hotel can remain open and rooms can stay occupied during refurbishment while benefiting from the uplift in revenue from their new look.

DI-NOC finishes combine colour and realistic texture to make them almost impossible to distinguish from traditional materials, such as rich mahogany and high-quality marble. This makes it easy for hotel owners to maintain brand standards.

Greet your guests with a well-designed lobby that reflects your hotel's character and creates a dynamic, multi-use space suitable for both leisure and business. Revitalise your interior spaces and bring old fixtures back to life with DI-NOC finishes.

BEFORE



AFTER



3M DI-NOC