



# TRANSFORM

RETAIL &  
**LEISURE**

KEY MESSAGES

OPPORTUNITIES

APPLICATIONS

CASE STUDIES

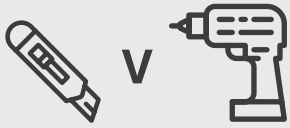
# RETAIL & LEISURE

## KEY MESSAGES

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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 with little downtime, meaning no wholesale closure or loss of revenue.



### KEEP UP WITH FAST MOVING TRENDS

Lower costs and faster installs provide the opportunity to refresh retail interiors more often.



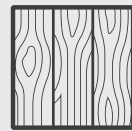
### QUICK INSTALL WITH NO BUILDING WORK

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. walls, counters, doors 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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TOOLS AVAILABLE

## RESIDENTIAL



Apartments  
Town Houses  
Retirement Homes

## RETAIL & LEISURE



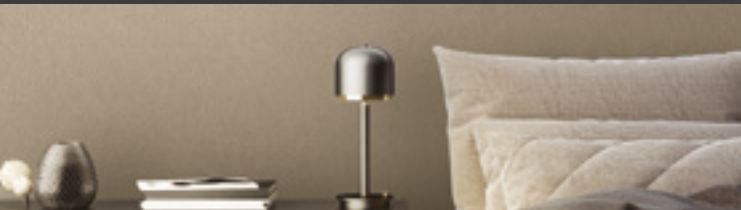
Retail Chain  
Shopping Centres  
Independent Retail  
Cinema/Bowling Complex

## HEALTHCARE



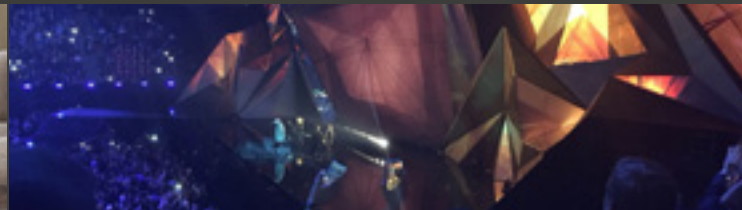
Hospitals  
Clinics  
Nursing Homes

## 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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## 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**



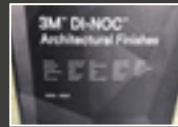
**3M DI-NOC Brochure**



**Window Films Brochure**



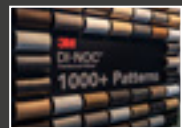
**Cover Styl' Pattern Book**



**3M Pattern Book**



**Brochures**



**Product Samples**



**Swatches**



**Sales Cheat Sheets**



**Installer videos**



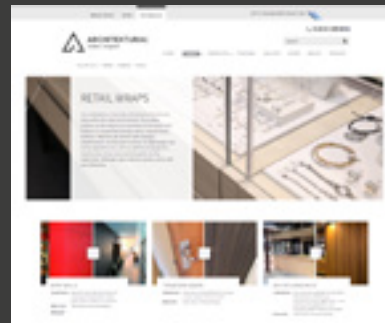
**Promo videos**

## 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](http://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

## SHOPPING CENTRE



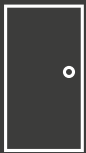
## RECEPTION



## LOCKER ROOM



Doors



Walls



Lift Areas



Columns



Counters



Walls



Window Frames



Lift Areas



Reception Areas



Tables & Chairs



Doors



Doors



Walls



Bathrooms



Ceilings



Benches





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## 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**



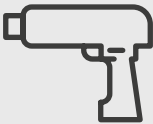
**NOTE.** This is a guide only. Every job will be different and all businesses are different.

## ADDITIONAL CONSIDERATIONS/FACTORS



#### Furniture and Complex Shapes

Cost of material + Margin + Contingency



#### Heat Gun Application

Add extra time



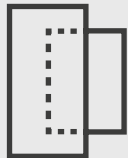
#### Pattern Repeats

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



Keep up with fast moving trends



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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"The customer was unable to get the desired colour and finish in a traditional laminate. We suggested they checked out the colours and finishes available in the fantastic Cover Styl' range, which met their demands.

The end result was fantastic. The walls and doors really look like real wood, which is exactly what the customer was looking for."



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Wrapping films helped an installation team inject new life in to the Festival Place Shopping Centre's customer lounge, to create an eye-catching, low-maintenance, cost-effective refurbishment solution.

Interior refits no longer need to involve rip out and replace methods, but self-adhesive films can be applied on top of existing surfaces, with perfect results. This is becoming an increasingly popular option with many installers.

With hundreds of patterns and textures available, including wood grains, metallic, marble, stone, concrete and many more, it's easy to wrap any surface and transform a retail environment. The patterns used for this particular project were Cover Styl' Oak and High Gloss White. The surface finishes enabled to recreate the visual effect of natural materials.

