

# Avery Dennison® Facade Film

Revitalise, restyle, redecorate buildings



Graphics  
Solutions

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*Before*



*After*

Avery Dennison® Facade Film brings fast, clean and easy redecoration to a vast range of residential and commercial projects. You can create a truly professional finish overnight, with minimum disruption to building owners, users and neighbours.

Designed for the demands of outdoor application and exposure, this premium film offers durability of up to 10 years and conformability in one single layer - contouring smoothly around curved and irregular surfaces. With high adhesion on difficult building substrates such as plastics, aluminium, uncoated/coated steel and reinforced facade panels it offers an excellent alternative to paint.

Select from the standard colour range, or specify a custom colour (RAL, Pantone®). The impact is dramatic - delivering a revitalised building and significant financial savings of up to 25% over the economic life of the project, compared with conventional solutions.



#### KEY FEATURES

- > 90 micron single layer solution (film and adhesive)
- > Excellent conformability
- > Up to 10 years durability
- > Permanent adhesion - no primer required
- > Broad application and service temperature
- > Fire classification to European standards
- > Custom colour match

#### KEY BENEFITS

- > Conforms over curved & irregular surfaces, for a smooth paint-like finish
- > Efficiency - fast, clean application with minimal disruption and downtime
- > Aesthetic appearance maintained for up to 10 years
- > Cost effective solution versus conventional paint
- > Unique custom/branded colour & finishes for building owners

#### RECOMMENDED USES

- > To restyle, refurbish, brand or decorate commercial, retail and residential buildings
- > Designed for exterior building facades, window frames, door frames & panels.



*The use of Facade Film has ensured ten-year durability, compared with around five years for paint, and additional protection for the steel components against weathering.*



# Wrapping the **BERLINER TOR CENTER**

in Hamburg

## The challenge

Decorating the Berliner Tor Center (Bilfinger) in Hamburg presented a major challenge by any standards. The 90-metre tower required wrapping for all of the external steel elements and also parts of the facade.



3300 m<sup>2</sup> of Facade Film used for this project.

## The solution

Installer Carsten Thormann chose Avery Dennison Facade Film as a cost effective and practical material. Timescales were tight, with outside elements to be completed at the same time as the interior renovation. A further complication was that the site was at least three hours away by road, and the project had to be quoted on a fixed-fee basis rather than an hourly rate.

Facade Film Anthrazit provided an excellent 'spray paint' like finish and an arresting monotone facade. Carsten Thormann from CKT said that the benefits offered by the film were compelling when compared with paint: "We were fortunate to be working with a client who already understood the time and cost savings offered by this film – and the durability of the finished result. A project on this scale, and with these weather conditions, would have been extremely difficult to deliver on time using paint."



*Working at height meant coping with high winds and low temperatures. Avery Dennison Facade Film can be applied at temperatures down to zero degrees, and it can tolerate conditions that are not completely dry.*



*The use of Facade Film has ensured ten-year durability, compared with around five years for paint, and additional protection for the steel components against weathering.*

**Jens Claaßen, Senior Business Development** from Avery Dennison said that on-site performance was an important driver behind the choice of Facade Film: "Following initial discussions in the autumn, we cooperated with Carsten Thormann on a test application during the winter period. This test was very successful, and confidence in ease of application allowed for a competitive and lower-risk quotation."

**Carsten Thormann**, Installer from CKT said that film performance matched high expectations during the project: "We used around a thousand square metres of Facade Film to wrap this building, and it gave us the predictability we needed on site, without lengthy delays caused by unforeseen weather conditions. The client was delighted with the results, and we completed the whole installation a week before deadline."



# Matching new & old **ROSSMANN'S NEW OFFICE**

in Burgwedel

## The challenge

When constructing its new building, Rossmann wanted to improve paintwork on the adjacent existing building, which had faded and become brittle. The goal was to achieve the same shiny silver and anthracite finish on both buildings – windows, door frames and wall panels. Upgrading the old building and achieving a flawless finish, so that the buildings complemented each other perfectly, required a material with excellent performance both during installation and over the longer term.



2500 m<sup>2</sup> of Facade Film used for this project.

## The solution

The decision to use vinyl instead of paint was made quickly. Avery Dennison Facade Film was easier to apply, with no drying time, and did not add to air pollution with solvent emissions. It was also more cost efficient than paint, and the film also offered the required protection against aging, colour fading and moisture damage.

Avery Dennison suggested Facade Film in Silver and in Anthracite for the project, using colour matching against a RAL reference for precise results. Jens Claaßen, Senior Business Development, said that quality of finish and speed of application were pivotal: "This material copes very well with any curves or irregularities, and also gives durability of up to ten years. We were able to work with CKT and plan a very fast and effective solution – with an end result that looks sensational."



*2500 m<sup>2</sup> of Facade Film were used during the project, applied to window frames, window sills, attic components and metal facade sections. Project duration was three months, with three applicators.*

**Carsten Thormann**, from CKT said that installation was straightforward despite some significant site challenges: "Some of the work was at a height of ten metres, and we also had some poor weather where rain interrupted outdoor installation work. In fact, the rain didn't present us with any major issues, because we were able to focus on the internal window surfaces and continue using our time productively."

*The use of Facade Film has ensured ten-year durability, compared with around five years for paint, and additional protection for the steel components against weathering.*

Well-known German drug store chain Rossmann was building a new office immediately next to its existing building in Burgwedel, and wanted to make sure that the two buildings formed a complementary pair. CKT FolienTechnik in Burgdorf was tasked with finding a solution.



# Colour matching STAEHLE INDUSTRIEHALLE

in Schifferstadt

## The challenge

This project involved working on large areas, at height, and in different weather conditions. Colour matching was also needed to ensure that the decorative elements were a good fit with existing structures.



400 m<sup>2</sup> of Facade Film used for this project.

## The solution

The enormous size of the Industriehalle Staehle facility in Schifferstadt meant that some creative thinking was needed to enhance its appearance. Installer Carsten Thormann chose Avery Dennison Facade film to decorate some of the building's steel elements and show the contours of the building.

Avery Dennison Facade Film proved to be a highly cost effective choice, and offered a number of crucial advantages compared with paint. Aside from ensuring a rapid installation with minimal disruption, the film does not bleach and become brittle as rapidly as paint. It also helps to protect the underlying steel components from weathering.

“The client has benefited from a material that gives ten-year durability, rather than the five-year renewal cycle for paint. The building's steel elements are also provided with some additional weathering protection.”

**Carsten Thormann**, Installer from CKT said that a colour-matched Facade Film was selected for the job: “Paint would have been a poor choice for this project – in terms of disruption to the client's operations, building appearance and protection over time, and also project duration. By using this material, we didn't have to allow for any drying time – which meant far less disruption for the client.”



“We achieved a spray-paint-like finish in a single application, and we were less vulnerable to varying weather conditions, which is especially important when working to a fixed price.”



## Features

**90 micron single layer solution with no drying time**

**High durability**

**Highly durable single layer solution**

**Highly conformable, suitable for application to curved or irregular surfaces**

**Permanent adhesion**

**Broad application and service temperature range**

**Protects surfaces against decay**

**Fire-resistant**

**No volatile components or vapours**

**Wide choice of colour & finish options**

**ICS Platinum Warranty**

**Architecture training and Installer Certification (Specialist Facade)**

## Benefits

Faster, cleaner and more efficient application (vs. paint).  
Minimum business disruption and downtime

Avoids frequent refurbishment projects - lasts up to ten years (five years for metallics)\*

Cost effective solution, offers up to 25% financial savings over the economic life of the project

Attractive, smooth finish - with exceptional dimensional stability

Remains in place on building substrates that include plastics, aluminium, uncoated/coated steel, reinforced facade panels and HPL - with no primer required

Can be applied in different weather conditions, in high humidity (rain, fog, etc), and onto substrates down to 0°. Survives service temperatures of -50°C to +110°C

Avoids costly deterioration such as fading, damp and UV light. Makes building facades and window frames last longer

Meets fire certification EN13501-1, B-s1, d0

No discomfort from odours for applicators or building users

Standard colours and metallics plus fast custom colours (including RAL, Pantone®).  
High gloss, lustre and matt finishes

Peace of mind for building owners (subject to warranty Terms & Conditions)

Theoretical and practical modules available to master application techniques - reliable results for owners and new business opportunities for installers

FF Ruby Red Gloss  
Ral 3003

FF Wine Red Gloss  
Ral 3005

FF Wine Red Lustre  
Ral 3005

FF Green Blue Gloss  
Ral 5001

FF Signal Blue Gloss  
Ral 5005

FF Sapphire Blue Gloss  
Ral 5003

FF Steel Blue Gloss  
Ral 5011

FF Bottle Green Gloss  
Ral 6007

FF Fir Green Gloss  
Ral 6009

FF Anthracite Grey Gloss  
Ral 7016

FF Anthracite Grey Lustre  
Ral 7016

FF Black Grey Gloss  
Ral 7021

FF Umbra Grey Gloss  
Ral 7022

FF Umbra Grey Lustre  
Ral 7022

FF Jet Black Gloss  
Ral 9005

FF Grey Aluminium Gloss  
Ral 9007

FF White Aluminium Gloss  
Ral 9006

FF Cream Gloss  
Ral 9001

FF Cream Lustre  
Ral 9001

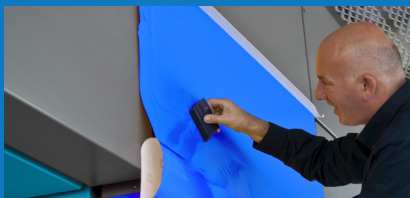
FF Pure White Gloss  
Ral 9010

FF Pure White Lustre  
Ral 9010

FF Traffic White Gloss  
Ral 9016

## Custom colour?

Beside our standard film colours, we can produce your custom colour film from 120m<sup>2</sup>, to match your colouring needs.



More information about Facade Film and Trainings 'how to apply' can be found on our website [www.graphics.averydennison.eu/facade](http://www.graphics.averydennison.eu/facade)



Graphics  
Solutions

# Avery Dennison® Workshops Facade Film

Register now for the Avery Dennison Workshops Facade Film. With more than 15 years of experience make Avery Dennison a great choice for graphics training. We've put together a broad range of intensive, practical – and entertaining – workshops. They can help anyone involved in the design, production or application of Avery Dennison Facade Film.



## Basic theory and hands on training for the installer/painter.

This training provides an introduction to the world of Facade Film - an adhesive film especially developed for the renovation and restyling of building exteriors. Specifically for panels, claddings and window frames made from plastic, aluminum, HPL and steel building materials. During the training you will learn the advantages of film versus paint, how to prepare various surfaces, and practice the techniques of film application onto panels and frames.

- > No background or experience required.
- > Suitable for signmakers, painters, and others who are interested in applying Avery Dennison Facade Film

## Sequel to "Painting with Film 1" (includes sfi certification exam)

This training is for technicians who wish to become part of the Avery Dennison Specialist Facade Installer network (SFI) - enabling to collaborate on projects where Avery Dennison Platinum Warranty is required. In the morning, important information is shared about recognizing and treating various substrates and coatings. In the afternoon a theoretical and practical certification test will be held to test the applicant's knowledge and skill set. Avery Dennison will provide basic tools and cleaners, but participants are recommended to bring their own tools. All results will be sent to the participant within 1-3 days after completion of the certification exam.

- > Training "Painting with Film 1" required.

## How to approach a Facade Film project. For managers and sales staff.

"A must for managers or sales staff stepping into the world of Facade Film application or projects. Facade Film is specially developed for the renovation and restyling of building exteriors - specifically for panels, claddings and window frames made from plastic, aluminum, HPL and steel building materials. A lucrative new market area with many opportunities for sign facade renovation companies, painters, architects and project developers. Discussed in this module - the potential of film in architecture, project approach, calculating, inventory of buildings, how to avoid risks, Avery Dennison Platinum warranty, and lots of practical tips."

- > No background or experience required.
- > Suitable for sales and marketeers. (Sign makers, facade renovation companies, painters, architects, property developers).

\* Durability can be extended with the use of over laminates.  
Consult your Avery Dennison technical contact for more information.