

Client:

British Friendly

Brief:Requirement for internal
branding**Timescale:**

5 days from survey

Print Team:Alan Blackburn, Lewis Woods
& Robert Blackburn**Install Team:**

Matt Ward & Matt Russell

We were approached by British Friendly as we had been recommended by another client. British Friendly wanted to discuss how they could install their "brand values" in the stairwell of the newly refurbished office building but were looking to use our expertise in order to produce the job in most cost effective yet striking way possible.

The walls were new and we put forward a recommendation to install signage that was produced using 5mm clear perspex - overlaid with coloured vinyl & would suit the artwork that had been provided. We further recommended that brushed aluminium stand offs were used to allow the branding to 'pop out' of the walls. A small sample was produced and British Friendly agreed that it was exactly what they were looking for and they asked us to proceed with the project.

The production consisted of routing 1000mm circles from 5mm clear Perspex and laying up the high gloss vinyl to the face. The Perspex was routed and drilled on our Zund flatbed router and the vinyl cut using the Mimaki plotter. The laying up was time consuming as there were six individual designs which all had a stepped approach to each line and colour. The positioning of the vinyl had to be perfect as the text followed the outline of the circular Perspex and any imperfections in position would be easily noticeable.

A team of two installers were used and the project installed during a 4 hour period.

The feedback from the client was amazing - they were delighted with our recommendation, the quality of the work was superb and the end result was so much better than they had anticipated.

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