



Office Branding

A leading hotel chain approached The Window Film Company to incorporate their branding throughout corporate premises. The project saw the premises transformed to feature bright and engaging graphics throughout, giving the office a clear and striking sense of identity.

As one of the biggest hotel chains in the world, it was agreed that a strong sense of corporate identity should run through their West London premises. The requirement was for a product that could be printed to feature a range of full colour, bespoke graphics and then applied to a number of surfaces throughout the premises.

The graphics would provide a visual representation of the company's area of operation, a sense of identity as well as creating a professional and welcoming environment for visitors and staff. The identified areas were internal walls that would require floor to ceiling coverage.

Upon receipt of the brief, The Window Film Company was able to suggest digital wallpaper as the appropriate solution, with the versatile and durable nature of the product a large factor in the choice. A self-adhesive product with a matt finish, it can be printed to feature full colour graphics and artwork. It can then be applied to virtually any flat surface, providing a simple but hugely effective decorative solution. The hard wearing and long lasting nature of the product makes it the ideal choice for use in high traffic locations such as reception areas and corridors.

The client was able to provide the graphics as well as accurate measurements of each surface. This allowed The Window Film Company's in-house graphics and design team to prepare each panel to the required size, before being printed on state of the art UV print equipment and finished by hand ahead of installation.

The digital wallpaper was installed by one of The Window Film Company's fully qualified and experienced fitting teams, who used their skill and understanding of the product to deliver a flawless finish with the minimum of fuss.