



# Periscopix

The benefits of a strong brand are well known, and a vital component of any brand is visual identity. Window film is a cost effective and impressive way of incorporating branding into the very fabric of your premises, bringing to life internal glazing whilst showcasing your brand to passers by and visitors.

Periscopix are a leading PPC (pay per click) agency based in London, with a hard earned reputation and fabulous brand identity, something they wanted to illustrate at their London headquarters. Aware that some form of manifestation was required to ensure their windows met building standards, the Window Film Company were engaged to help create something special.

By printing a full colour design onto our Frostbrite frosted film it was possible to achieve a number of functional purposes. The opaque nature of the film provides an element of privacy for meeting rooms and the office frontage, whilst also serving as glass manifestation - required on glass entrance doors and screens under part M of the Building Regulations of 2000. The flexibility of Frostbrite means that full colour imagery can be printed onto it with crystal clear, vivid results, in this case bringing the Periscopix branding and it's sense of fun to life throughout the building.

The intricate nature of the branding was replicated by printing the design onto the film, before computer cutting elements of the design that snake their way around the building's glazing, both above and below the frosted element of the job.

The result gives the building an appearance that says quality, creativity and professionalism.

<b>Project</b>	Periscopix Office Branding SE1
<b>Required</b>	Branding applied to glazing throughout
<b>Solution</b>	Full colour print onto Frostbrite Film (WFC-FB)