

Making a print firm's new building stand out with facade renovation at Material Solutions

Product used:
Avery Dennison®
Facade Film

Material Solutions,
Ireland





The Challenge

In November 2021, Print Solutions in Ireland decided to rebrand as Material Solutions, and they moved to new premises shortly afterwards. They needed a complete transformation of the new building facade – capable of saying ‘modern and professional’. Colors, fonts, and messages had to follow brand guidelines strictly, and disruption had to be minimal during installation. Sustainability was a further priority, including improvements in energy, heat, light transmission and durability.



The Solution

The installers chose Avery Dennison Facade film: a cast film designed for the demands of outdoor applications, which offers up to 10 years’ durability. This portfolio can handle difficult building substrates such as aluminum, uncoated/coated steel, plastic, and reinforced facade panels. It also delivers a paint-like finish on straight and curved surfaces. Many different films from the range were chosen to transform the facade, logos, windows, doors, and lettering. Total installation time for the entire building was four days, with three fitters.

The Results

‘Making it easy to do business’ is now the bold white message on the front of the building, against the dark blue brand color. Bright printed triangles in Avery Dennison MPI 1105 Easy Apply appear by the roof, with the brand pattern printed on top. Reflective window films have improved both the aesthetics and the sustainability of the building, blocking heat for better comfort (58% of total solar energy rejected) while also ensuring privacy inside. Material Solutions has premises that grab attention and convey a strong sense of brand.



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