
Facade Film Case Studies

Europe 2022





Facade Film – Transforming Buildings

Avery Dennison® Facade Film transforms buildings, ensuring fast, clean and easy redecoration across 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 applications, with exposure to the elements, Facade Film offers durability of up to 10 years and conformability in one single layer – contouring smoothly around curved and irregular surfaces.

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Colour Matching Goldsteig Käseereien Bayerwald GmbH in Cham

The challenge:

The Goldsteig building is a cheese production and storage hall located at the Goldsteig site in Cham - an existing building that has recently been enlarged with an extension. As a result of the work carried out on the building, Goldsteig branding was needed for the facade.

Accurate colour matching was essential, to ensure the best possible brand presentation.



The solution:

The company chose Avery Dennison Facade Film for the project for two principal reasons. The first was durability, which was a key priority, and the second was the precision of the colour matching service - available with this product for small purchase quantities.

The film is also easy to handle and offers high adhesive strength. Installers D.W. Advertising GmbH collaborated with technicians from Hammersen Elementbau, and were able to create a long-lasting foil with the colour of their choice for use on the building facade.

Completion of the project took about three weeks following planning and preparation, with two fitters attaching the Facade Film from a hanging ramp at a height of 25m.



Wrapping Autohaus Mercedes Benz RKH in Rheinbach

The challenge:

A visual upgrade was needed by the Rheinbacher Kraftwagen Handelsgesellschaft (RKH) car dealership store (North Rhine-Westphalia, 16 km SW of Bonn), in order to meet the design guidelines and colour specifications of the MAR2020 Mercedes-Benz program.

Visual upgrades to such car dealerships rely on skilful exterior presentation of the brand, based on design guidelines from the corporate headquarters.



The solution:

The dealership opted for the more convenient option of Facade Film, rather than conventional coating with varnish or paint. Project manager Thomas Vogt from Ude Folierungskonzepte said that the project achieved the high-quality visual standard that Mercedes Benz RKH required: "For RKH, applying film to cover the showroom's facade and window profiles offered a high-quality and cost-effective alternative to classic renovation with paint. Our certified fabricators gave the 800 running meters of profiles a new shine in just 10 days."

Axel Frey, managing director of RKH, said that Avery Dennison Facade Film in black was used, replacing the existing silver profiles with a very high-quality finish: "We critically examined different solutions for the façade design and finally decided on the film. During the decision-making process, the focus was on quality, and component-friendly surface coating."

"With film coating by Avery Dennison, we finally found an excellent design solution that fully meets our high aesthetic and functional standards and is worthy of a Mercedes car dealership."



Matching new and old Wissekerke residential care centers in Kruibeke

The challenge:

In August 2016 the company FrontArt was invited by a large construction company in Kruibeke to develop a solution for a new residential care center they had been asked to build next to an existing building.

The existing building's cladding was causing problems, so a cost-effective solution was needed that could transform the external appearance and make a good match with the aesthetics of the new building.

The solution:

FrontArt said that Avery Dennison's Facade Film proved to be an excellent choice for changing completely the look of the building's facade: "In total we applied 1230m² of film around the building. First we completely sanded the top layer, and then we started our normal work. We took full control of this project from start to finish."



Previous situation.



The project was carried out by five technicians, who used Facade Film with a satin gloss to achieve the radical new look of the existing residential care center.



Wrapping Zigt Media building in Hoofddorp

The challenge:

Representatives from Zigt Media contacted Neroqom Support to help them out with a project to achieve a fresh, modern look for their building. As specialists in restyling and upgrading offices and real estate, Neroqom Support assess the extent to which the building was dated.

And how it contrasted with the modern buildings around it, before deciding on a solution in line with the Zigt Media brand.

The solution:

Neroqom Support decided to use Facade Film for the office building's upgrade. Specifically, Facade Film with the colour RAL 1015 Gloss was selected by the architect to match Zigt Media's new house style. A Neroqom Support spokesperson explained: "Facade film is extremely suitable for this form of restyling. We worked with two Avery Facade Film certified technicians and saw an assembly time of four weeks."



"It was a very pleasant collaboration with the client and the project went perfectly to everyone's satisfaction."

Wrapping the Teleport Tower in Amsterdam

The challenge:

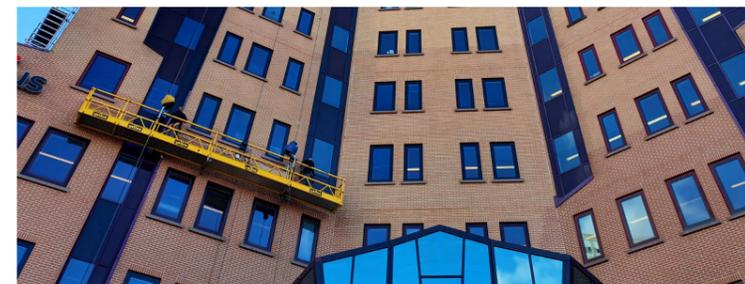
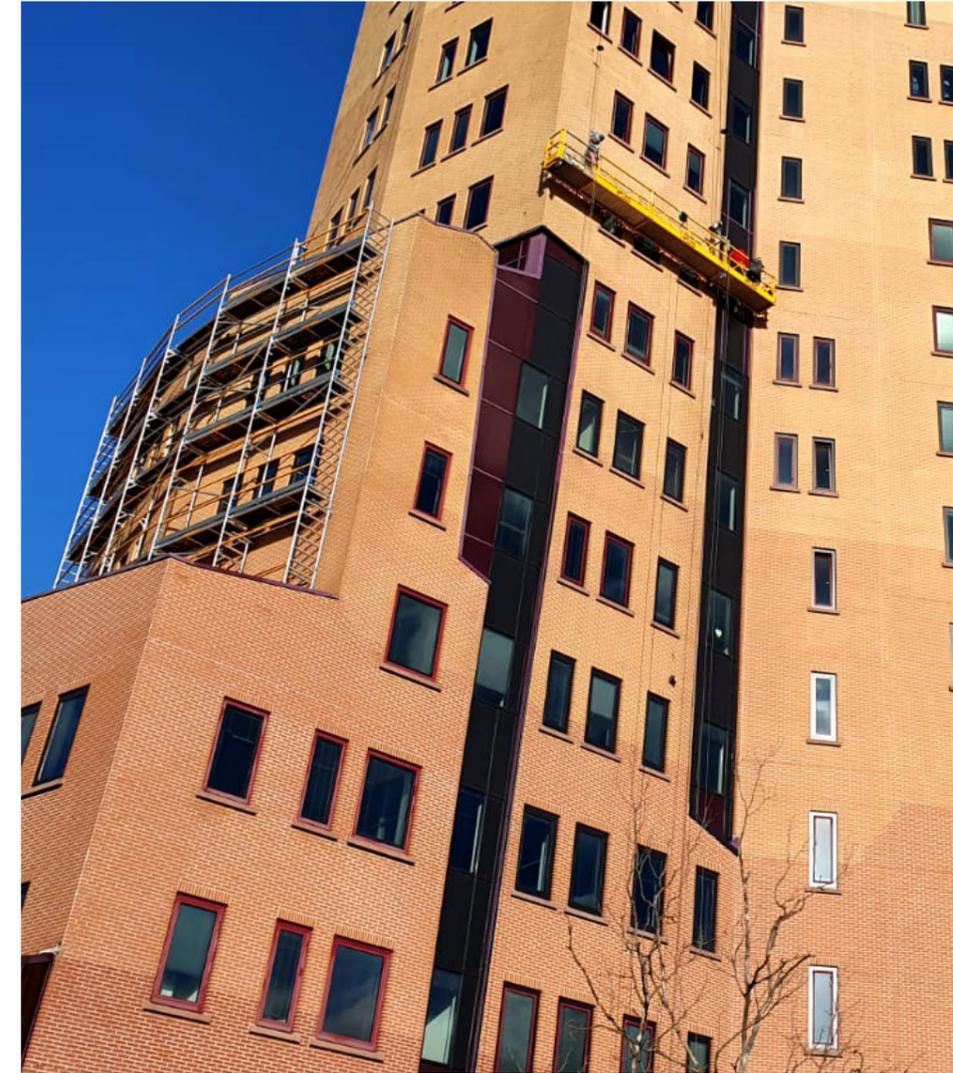
The large size of the Teleport Tower in Amsterdam meant that some creative thinking was needed by installers Holland Geveltechniek when they were asked to enhance its appearance.

A particular challenge was created by the fact that the building was also difficult to reach.



The solution:

Holland Geveltechniek decided to use suspension bridges and special facade scaffolding. The company's skillful team went with Avery Dennison's suggestion of RAL 9004 Satin Gloss Facade Film, colour matched to suit the project demands. It provided an excellent finish on what was previously a monotone facade.



The Holland Geveltechniek technicians used 55 rolls of foil to revitalize the whole look of the tower.

Wrapping the SEW Eurodrive office building in Rotterdam

The challenge:

SEW Eurodrive wanted to implement their house style within and around their office building. In order to achieve this, the plastic frames posed a particular challenge because they had to be wrapped using a cost-effective and practical solution. The company asked specialist wrapping company Signfield for help in creating a long-term solution.

Experience had already shown them that paint would not offer a solution for long-term plastic and aluminum frames.



The solution:

After a consultation with Signfield representatives, SEW Eurodrive opted for a foil wrap, thanks to its quality and durability which matched their needs. The company's house style includes anthracite gray, so this was chosen in Satin Gloss for the frames, doors and styles. Avery Dennison Facade Film proved to be an outstanding solution, and the customer was pleased to hear both that the

work was dust-free and that there would be no drying time for the foil. Signfield said that this made the process easier than painting: "Thanks to our years of experience with the use of Facade Film from Avery Dennison, the wrapping was completed very quickly. We had dry weather and a pleasant temperature of around 20 degrees. In just two weeks, we wrapped all of the frames, a facade, the styles, and a number of doors and windows."

In total, 250m² of foil were ordered and used and the material was applied by three technicians.



Renovating the Autohaus Renault Barthel in Brühl

The challenge:

The Renault Barthel car dealership had a request to adjust to the new requirements of the Renault group head-quarters, and this meant they had to update the design of their store in Brühl.

Restyling included the entrance doors and the showroom profiles, which had to be changed from light gray to matt anthracite.

The solution:

Tim Bathel, Managing Director of Autohaus Barthel in Brühl, decided after a thorough examination to have the outer elements coated with Facade Film, as a better option when compared with painting. The building's profiles are made of aluminum, and Avery Dennison Facade Film created a homogeneous and arresting building surface. Tim Barthel was enthusiastic after the completion of the application: "The CI specifications from Renault could be implemented with the foil coating. As the coating is stain-resistant and easy to clean, my dealership will look like new for a long time. And I also got a 10-year guarantee on the colour and shape stability of the film." The film retains its shape and appearance over the long term, resisting heat up to 110 degrees Celsius or cold down to minus 50 degrees Celsius.



Facade Film also doesn't chalk or crack, which made it a durable solution for the Renault Barthel car dealership project.

Facade modernization in Limburg an der Lahn

The challenge:

In order to be able to rent a building in Limburg an der Lahn to an interested party, the building owners wanted to upgrade to a more modern external appearance.

Some of the existing blue colouring had already faded, and the owners decided to approach specialists in facade applications from folierenLassen.de to help them out with their request.

The solution:

The glass building was upgraded with a timelessly elegant look, using Facade Film in basalt gray. A representative of folierenLassen.de explained the decision to use Facade Film: "The adhesive properties at temperatures below 5 degrees, the satin-matt surface, the possibility of colour matching, adhesive strength even with narrow edges and our experience with facade film and outdoor durability led to the choice of Avery facade film."



Previous situation.

The process took the team at folierenLassen.de a total of 6 days, during which they brought new life to the building.

Specifications

Application Instructions for Facade Film



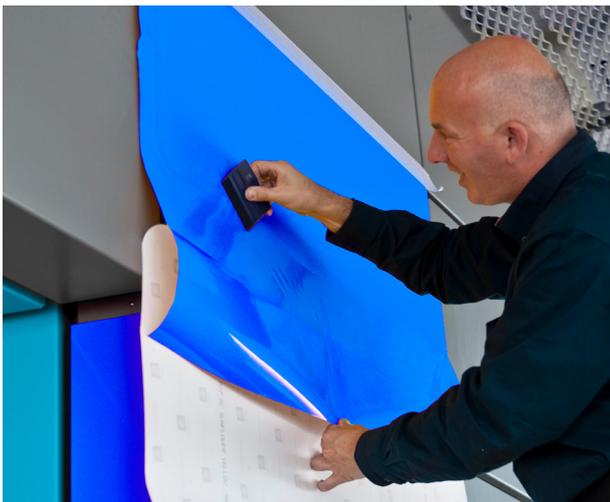
Scan the code to access the Technical Bulletin 3.21 to find step-by-step application instructions.

Facade Film Benefits

Facade Film brings fast, clean and easy redecoration of a vast range of residential and commercial projects.



Scan this QR code to find all the benefits with supporting videos and case studies.



Training & Services

The Avery Dennison Specialist Trainers offer training courses for installers and wrap shops. At a network of Academy centres across Europe, and online learning, installers can develop the skills needed from beginner to expert, and become an Avery Dennison Specialist Trainer.

To learn more or to place an order, contact your sales representative, or visit: graphics.averydennison.eu

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