



MaterialSolutions

Making it easy to do business

CASE STUDY



ORGANOID

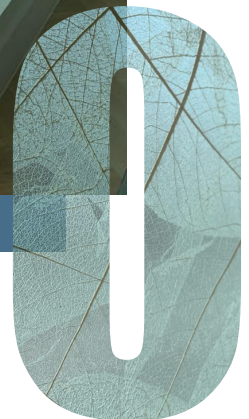


This case study will look at the installation of Organoid window film in the Brown Thomas at Dundrum Centre. We will showcase the impact and potential of the Organoid range. Avery Dennison Organoid Natural Surfaces offer endless unique, nature inspired interior design possibilities.

Client: Brown Thomas
Date: April 2022
Product: Organoid Skellet
Leaves Translucent
Fitters: CGL Retails
Solutions Ltd.

In April 2022, Brown Thomas were looking for an unconventional window film for the rear of their shop looking out onto the Dundrum Bypass. They wanted something elegant and alternative that mirrored their brand. They wanted something that wouldn't block the light from entering while also allowing for privacy from the outside. Brown Thomas wanted a sustainable window film without compromising the visual aspect. This is why we felt that Organoid was the perfect pick.

The Skellet Leaves Translucent was chosen out of the range as it is elegant and allows for a lot of light to come through. With its green colour removed, the delicate skeleton of a real dried rubber tree leaf conveys a feeling of lightness.



KEY FEATURES

- ✓ Breathable & Permeable
- ✓ Temperature Regulating
- ✓ Unbleached & Hydroentangled
- ✓ Biodegradable
- ✓ Allergy-friendly



CHALLENGE

A challenge faced by the fitters for this installation was the difference between the width of the rolls of film versus the window panes. This meant that each roll of film had to be lined up to the matching leaf pattern on the adjoining roll of Organoid. After carefully lining up the leaves and applying the film to the window, they were expertly able to match the patterns to make the job look like one large piece and all done in under 4 hours of fitting.



The result in the end was very successful and exactly what the client was looking for. The Avery Dennison® Organoid Natural Surfaces Interior Decoration product line enables you to bring the outside in and makes every space a truly unique experience.



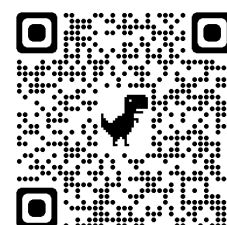


About the Fitter

CGL Retail Solutions Ltd are a creative and innovative shop fitting and sign making company that engages the brands they work with by creating on trend concepts and ideas. Their commitment to constantly re-searching trends and markets help them to fully understand their clients requirements and their wants and needs. Simply put - They Get It!



Scan here to
check out the
Organoid range!



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