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Every Color of the Rainbow

German furniture chain TRENDS wanted a long-lasting, attractive finish for its impressive 800 sq. meter aluminum roofing. The Avery Dennison color matching service offers an unlimited choice of custom-made colors that can be quickly produced with Avery® 900 Supercast film.

Quick Turnaround and Installation

The Avery Dennison color matching service produced single rolls of custom colors in just three weeks. In total, thirteen standard and matched Supercast films were used, with the added benefit of a ten-year performance guarantee.

> Martina Gralki, managing director of conversion specialists at Gralki Werbung, said the Avery Dennison color matching service gave them the confidence to complete the impressive wrapping project. Gralki was attracted to Avery® 900 Supercast film because it could be used to create an attractive, durable, striped finish quickly. Achieving a similar paint effect would have required multiple coats applied over a number of days.



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Impressive Results

Today, the eye-catching roof is proving popular with consumers. The owner of TRENDS is considering similar colorful projects for their remaining stores.

- 1 A wide range of Avery® 900 Supercast films were used.
- 2 Avery Dennison custom color matching was key to the project.
- 3 Installation with vinyl was quicker than paint.
- 4 The eye-catching roof is popular with consumers.
- 5 TRENDS is considering future projects with Avery films.