



**We specialise in graphic manifestation  
for architectural fit-outs.**

**We supply and install glass manifestation,  
digital wall coverings and bespoke interior  
graphics, created using the highest  
quality materials on the market.**

**Through continuous research and  
development, Graphic Image Solutions  
are at the forefront of digital products  
and high end interior branding.**

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## What some of our great clients have said...

**“Graphic Image worked closely with us and our end client Sackers, to develop our desired graphics scheme for their new headquarters at 20 Gresham Street, London. The quality of service from Graphic Image was second to none and achieved a high-end bespoke solution.”**

Gemma Fabbri  
Scene

**“At Overbury we require our subcontractors to be pro-active, helpful and provide nothing less than excellent quality. Graphic Image has ticked all of these boxes, and have gone over and above the normal line of duty to ensure that their service exceeded our expectation.”**

Richard McPherson  
Overbury

**“Graphic Image provided an excellent service on a fast, demanding programme. The final installations were of a high quality that met with the Burges Salmon vision for One Glass Wharf”**

Louisa Haines  
Sheppard Robson

# Project: BAA Compass Centre

Value: £75,300.00 // Completion Date: September 2009

Graphic Image won the tender for the refurbishment of BAA's head office at Heathrow. The graphics package was awarded with an array of manifestation options including Optically clear film, dusted crystal etch film, digital wallpaper and spot coloured films. Graphic Image installed Optically clear

manifestation, backed with a band of dusted crystal film to over 140 linear meters of glazing, while installing over 800 linear meters of dusted crystal film in total. Digital wallpaper was installed across three floors and two wings of the head office, with iconic photography from the BAA archive. The pin-sharp

images really set off a visually stunning installation. Graphic Image were also involved right down to toilet signs and recycling bin stickers. The project was installed over two phases and took ten weeks from start to finish.







# Project: Burges Salmon

Value: £223,866.00 // Completion Date: August 2010

The Burges Salmon project in Bristol's Temple Quay was one of the most prestigious and sort-after graphic projects within the industry of 2010. Graphic Image were successful in securing this project as a result of their advanced techniques and applications of Optically Clear Digital Film. Within the

Burges Salmon project, Graphic Image were commissioned to supply and install a wide range of graphics including;

- Optically Clear Digital Film
- CAD-Cut vinyl
- Etch effect films
- Bespoke commissioned artworks

We installed over 3000 square meters of Optically Clear Digital Film, 350 square meters of Etch effect film, 450 square meters of CAD-Cut vinyls and 12 bespoke frameless artworks. All installed within a programme of just six weeks.













Project: Burgess Salmon



# Project: O2

Value: £49,970.00 // Completion Date: December 2010

We were called in to supply and install glass manifestation for the O2 head office in Slough consisting of 3 floors of offices, meeting rooms, free standing glass screens and tea points across the building.

750 square meters of Optically Clear Digital Film were installed

to give an effect that would clearly show the design yet allowing large amounts of light through to comply with DDA regulations.

The design was based upon a quirky mixture of environmental and technological advances such as Wi-Fi, mobile phones etc,

making the design specific to O2.

The project was completed over the course of 3 weeks. DDA dots were also installed to the reception area of the building with an Opal Frost film.





The Business  
and the City







Upton Court Park  
M10 BR 123





# Project: Southwark Council

Value: £42,300.00 // Completion Date: October 2009

Graphic Image were enlisted to supply and install coloured-transparent films to interior glazing. The pattern was to remain random with different colours used on each elevation with different spacing between each strip. This gave each office a unique look.

The project was split over six floors and took eight weeks to complete. Graphic Image also supplied frosted films to exterior facing glass, solar control films to roof glazing and internal DDA dots across all floors.







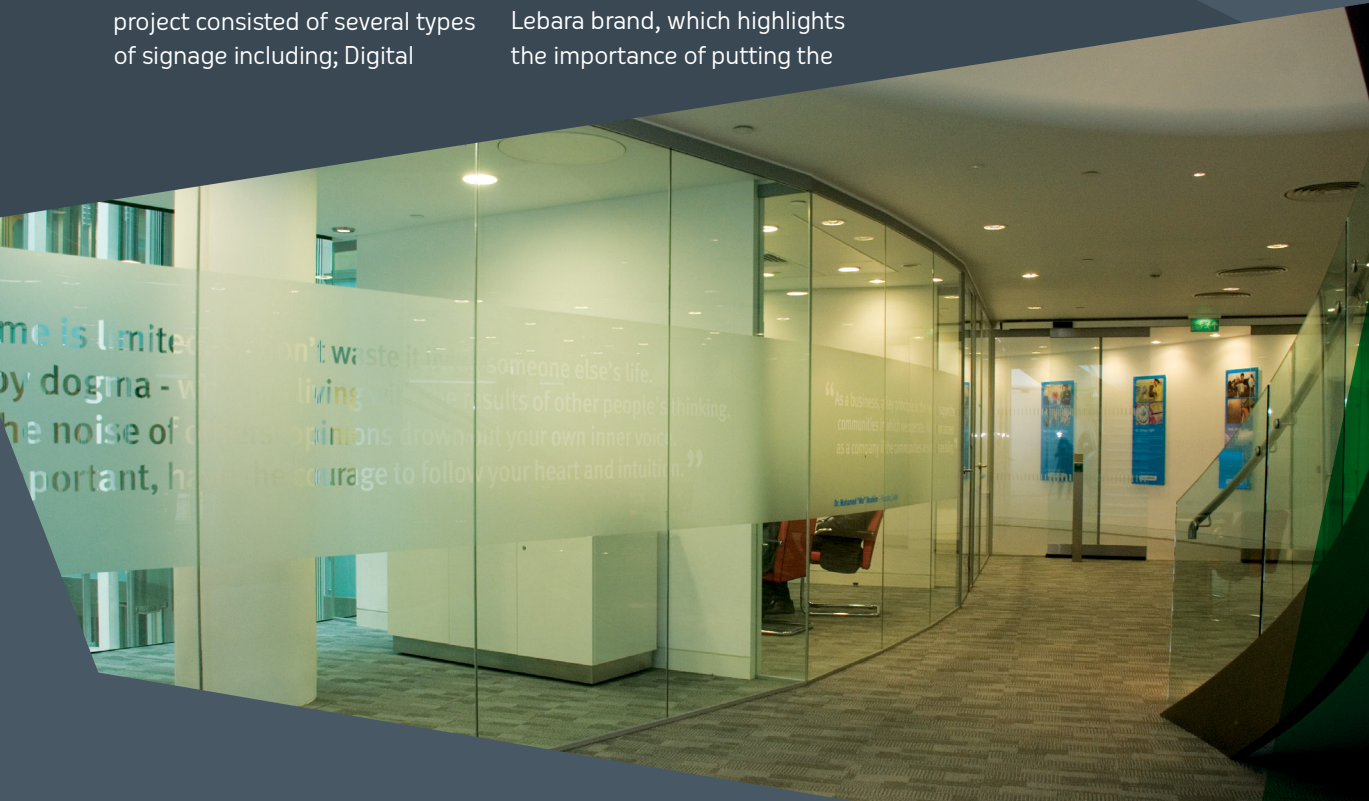
# Project: Lebara

Value: £44,700.00 // Completion Date: March 2010

We were invited to supply and install the manifestation on the Lebara project by Kipper Creative. Kipper had won the creative and project management side of the project, and having worked together on BAA Compass Centre they knew the quality of our work and the speed in which we could turn the project around. The project consisted of several types of signage including; Digital

Wallpaper, CAD Cut etch film applied to glass, perspex signs fixed off the wall, poster holders, hanging banners and slat door signs. Within the etched film to meeting rooms, we CAD cut famous quotes from the worlds most influential businessmen, which added a superb vibe to the RESPECT campaign of the Lebara brand, which highlights the importance of putting the

customer first. The images used came from Lebara stock photography and show the vibrancy of colour which can be achieved in our Digital Wallpaper. The project is an excellent example of how good a graphic fit-out can look.





**RESPECT**  
FOR EACH AND EVERY  
**CUSTOMER**

Project: Lebara

# Project: N-Power Solihull

Value: £8,000.00 // Completion Date: December 2009

Graphic Image worked alongside Wow Contracting on the N-Power project in Solihull. This project required an extremely accurate installation, as the lozenge shapes had to run in uniform and the red colour inserts have a consistent border around them.

We used 3M Frosted Crystal film, which has a 'fleck' effect and the red inserts were optically clear film. This project was completed in two weeks, which was a real achievement for a job with this level of accuracy.







Project: N-Power Solihull



# Project: Sackers

Value: £27,983.00 // Completion Date: January 2011

The Sackers fit-out, as designed by Scene, involved a combination of several frosted and transparent coloured films. These were applied to office fronts and meeting rooms in a combination of patterns to achieve various levels of privacy. The end effect was a high-impact, light and spacious feeling throughout the floor.

The glazing to the front of the canteen was covered in a sky blue with a complimentary digital wallpaper design to the back wall.













# Project: London Business School

Value: £3,600.00 // Completion Date: October 2011

We were called in to supply and install Digital Wallpaper, Opal Frost and Optically Clear film designs at The London Business School in Baker Street, London. Across the board room partitions, we printed a panoramic of London onto Optically Clear film, but also background detail was

printed to Opal Frost and applied to the inside of the glass. This gave a great sense of depth to the image. Digitally printed Wallpaper to the toilet and staff areas were also installed to add colour and variance to the building. The toilets followed the same idea as the office fronts

with the London theme and staff areas consisted of spiralled bucking bronco designs in various colours.













**Project: London Business School**

# Making the brand in three dimensions

A photograph of a modern office interior. The space is characterized by large glass walls and partitions. Curved white and purple lines are applied to the glass, creating a dynamic, three-dimensional effect. The office is well-lit with recessed ceiling lights. In the background, a person is visible standing near a desk. The overall aesthetic is clean, professional, and innovative.

## Better by design

We understand how important your brand identity is to your business. Graphic Image offer a full design and creative service. We approach all our projects from the design angle, always aware of the need to be consistent in the application of interior graphics with the rest of your promotional materials.

We work with design partners to create amazing environments, developing your identity to work in three dimensions. We specialise in finding a creative solution to move your brand into the space that you occupy.

Our understanding of the creative process and exceptional knowledge of materials and production techniques puts us in a great position to make your building a fully integrated part of your brand.



## **Here's some ways which your brand identity can be developed to fit and become part of your building.**

### Glass manifestation

- Where you have glass, you very often need to clearly mark it to comply with DDA regulations. But this doesn't just mean you must have two lines of dots! Meeting room glass can also carry the name of the room, plus using some graphic devices from the identity can personalise your space or shop window. Different effects like frosted and optically clear film can also make the project look distinctive.

### Digital wallpaper

- Images can make a big difference to your space, and that selection process is crucial. Pictures or patterns that comfortably align to your business ethos can add to the space. You can also include brand messages to your team or clients where necessary.

### Reception signage

- That first impression is crucial, and a well thought out statement is necessary. This could be a fret cut version of your logo, fixed to the wall. Maybe something moulded into the wall to have the same finish, or integrated into the welcome desk, if you have one.

### Wayfinding

- Moving people around a large building can be confusing, particularly for visitors. Having a clear wayfinding strategy is a great idea to make guests feel comfortable and hot-desking staff feel at home. Existing building columns can be utilised for these signs, or key traffic areas such as lift lobbys.

### External signage

- Your building makes a statement about your company. Fresh and clear signage shows it as a beacon for your services. Don't forget to clearly mark car parking spaces if you are in a shared area.

### Door signs

- Whether its meeting rooms or toilet door signs, the location should be clear and, importantly, correct in terms of the legal requirements. Don't forget you can also use some of your brand personality to create more fun elements to seemingly dull information!

# Etched glass effect films

## Technical data sheet

### **GIS051 Opal Frost**

This film is a transparent matt calendered PVC suitable for use on a wide variety of clean, dry surfaces. GIS051 Opal Frost window film is resistant to most mineral oils, fats and fuels, aliphatic solvents, mild acids, salt and alkali for e.g. diesel oil, gasoline, paraffin, hydraulic oil, anti-freeze, soap suds and many more. Applications can be considered such as advertising and display, especially where an etched glass effect is required on clear panels or windows.

### **GIS052 Satin Crystal**

This film is a transparent matt calendered PVC suitable for use on a wide variety of clean, dry surfaces. GIS052 Satin Crystal film has been formulated to promote medium-term, exterior durability, whilst the liner has been engineered to deliver outstanding lay flat properties. This window film is specifically designed to be cut on computerised sign-making equipment, with its

unique liner promoting enhanced weeding performance. GIS052 Satin Crystal may be used in most interior applications and many exterior decorative and display applications where an etched glass or matt effect is required on a glass substrate, primarily window decoration.

### **GIS053 Solid Crystal**

This film is a transparent matt calendered PVC suitable for use on a wide variety of clean, dry surfaces. GIS053 Solid Crystal film has been formulated to promote medium-term, exterior durability, whilst the liner has been engineered to deliver outstanding lay flat properties. This window film is specifically designed to be cut on computerised sign-making equipment, with its unique liner promoting enhanced weeding performance. GIS053 Solid Crystal may be used in most interior applications and many exterior decorative and display applications where an etched glass or matt effect is required on a glass substrate, primarily window decoration.

### **GIS054 Solid Silver Frost**

This film is a semi-opaque matt calendered PVC suitable for use on a wide variety of clean, dry surfaces. GIS054 Solid Silver Frost film has been formulated to promote short-term, exterior durability, whilst the liner has been engineered to deliver outstanding lay flat properties. This window film is specifically designed to be cut on computerised sign-making equipment, with its unique liner promoting enhanced weeding performance. GIS054 Solid Silver Frost may be used in most interior applications and many exterior decorative and display applications where an etched glass or matt effect is required on a glass substrate, primarily window decoration.



## GIS055 Silver Frost

This film is a semi-opaque, matt, calendered PVC suitable for use on a wide variety of clean, dry surfaces. GIS055 Silver Frost film has been formulated to promote short-term, exterior durability, whilst the liner has been engineered to deliver outstanding lay flat properties. This window film is specifically designed to be cut on computerised sign-making equipment, its unique liner promoting enhanced weeding performance. GIS055 Silver Frost may be used in most interior applications and many exterior decorative and display applications where an etched glass or matt effect is required on a glass substrate, primarily window decoration.

## GIS056 Dusted Crystal

This film is a transparent matt calendered PVC suitable for use on a wide variety of clean, dry surfaces. GIS056 Dusted Crystal film has been formulated to promote long-term, exterior durability, whilst the liner has been engineered to deliver outstanding lay flat properties. This window film is specifically designed to be cut on computerised sign-making equipment, its unique liner promoting enhanced weeding performance. GIS056 Dusted Crystal may be used in most interior applications and many exterior decorative and display applications where an etched glass or matt effect is required on a glass substrate, primarily window decoration.

## GIS057 3M Frosted Crystal

This film is a transparent matt calendered PVC suitable for use on a wide variety of clean, dry surfaces. GIS057 3M Frosted Crystal film has been formulated to promote long-term, exterior durability, whilst the liner has been engineered to deliver outstanding lay flat properties. This window film is specifically designed to be cut on computerised sign-making equipment, its unique liner promoting enhanced weeding performance. GIS057 3M Frosted Crystal may be used in most interior applications and many exterior decorative and display applications where a frosted glass is required on a glass substrate, primarily window decoration.



# Etched glass effect films

## Technical data sheet

### GIS051 Opal Frost

Description	Monomeric calendered PVC
Colour	Transparent matt
Face film thickness	80μ
Adhesive	Permanent solvent acrylic
Adhesive strength	20N/25mm (Finat TM 1/24h)
Release paper	PE coated silicone paper, 140g/m2
Temperature range	- 30°C up to + 90°C
Flame retardancy	Adhered to steel, self-extinguishing

### Cleaning instructions (all films)

Using a damp lint-free soft cloth. No detergents, solvents or petrol to be used. Warm, soapy water only. Clean a small area to test first. Clean with care.

### GIS052 Satin Crystal

Description	Monomeric calendered PVC
Colour	Transparent matt
Face film thickness	75μ
Adhesive	Permanent solvent acrylic
Adhesive strength	20N/25mm (Finat TM 1/24h)
Release paper	PE coated silicone paper, 140g/m2
Temperature range	- 30°C up to + 90°C
Flame retardancy	Adhered to steel, self-extinguishing

### GIS053 Solid Crystal

Description	Polymeric calendered PVC
Colour	Transparent matt
Face film thickness	80μ
Adhesive	Permanent solvent acrylic
Adhesive strength	20N/25mm (Finat TM 1/24h)
Release paper	PE coated silicone paper, 140g/m2
Temperature range	- 30°C up to + 90°C
Flame retardancy	Adhered to steel, self-extinguishing



### GIS054 Solid Silver Frost

Description	Polymeric calendered PVC
Colour	Semi-opaque matt
Face film thickness	80µ
Adhesive	Permanent solvent acrylic
Adhesive strength	20N/25mm (Finat TM 1/24h)
Release paper	PE coated silicone paper, 140g/m2
Temperature range	- 30°C up to + 90°C
Flame retardancy	Adhered to steel, self-extinguishing

### Cleaning instructions (all films)

Using a damp lint-free soft cloth. No detergents, solvents or petrol to be used. Warm, soapy water only. Clean a small area to test first. Clean with care.

### GIS055 Silver Frost

Description	Polymeric calendered PVC
Colour	Semi-opaque matt
Face film thickness	80µ
Adhesive	Permanent solvent acrylic
Adhesive strength	20N/25mm (Finat TM 1/24h)
Release paper	PE coated silicone paper, 140g/m2
Temperature range	- 30°C up to + 90°C
Flame retardancy	Adhered to steel, self-extinguishing

### GIS056 Dusted Crystal

Description	Polymeric calendered PVC
Colour	Transparent matt
Face film thickness	80µ
Adhesive	Permanent solvent acrylic
Adhesive strength	17N/25mm (Finat TM 1/24h)
Release paper	PE coated silicone paper, 140g/m2
Temperature range	- 29°C up to + 80°C
Flame retardancy	Adhered to steel, self-extinguishing

### GIS057 3M Frosted Crystal

Description	Polymeric calendered PVC
Colour	Semi-opaque matt
Face film thickness	80µ
Adhesive	Permanent solvent acrylic
Adhesive strength	17N/25mm (Finat TM 1/24h)
Release paper	PE coated silicone paper, 140g/m2
Temperature range	- 29°C up to + 80°C
Flame retardancy	Adhered to steel, self-extinguishing

# Optically clear digital film

## Technical data sheet



### Product description

Graphic Image Optically Clear 50 $\mu$  clear topcoated scratch resistant polyester offers excellent optical clarity and dimensional stability combined with good solvent, humidity, elevated temperature and UV resistance. Topcoat is specifically designed to ensure good print definition and adhesion of UV digital inks. Graphic Image Optically Clear is coated with NPL ultra clear high performance acrylic adhesive which exhibits excellent optical clarity, flow-out and UV stability.

### Typical applications

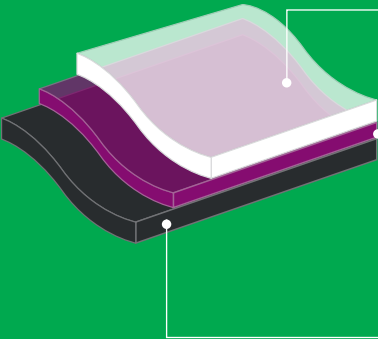
Printed graphics to be applied to flat glass, clear window labels & decals.

### Typical industrial sectors

Architectural signage, manifestations, point-of-sale and exhibition graphics.



## Performance



**Facestock:** 50µ clear scratch resistant topcoated polyester offers excellent optical clarity and dimensional stability combined with good solvent, humidity, elevated temperature and UV resistance. Designed to be UV digital printed. The topcoating ensures excellent ink-adhesion combined with superior scratch resistance of non-printed areas.

**Adhesive:** NPL ultra clear UV stable permanent acrylic adhesive has excellent chemical, humidity and temperature resistance. NPL has been specifically developed for clear film applications requiring excellent optical clarity, flow out properties and resistance to ooze.

**Liner:** 50µ clear polyester liner specifically designed to ensure adhesive smoothness and optimum adhesive flow out.

## General characteristics

Properties	Typical values		Unit of measure	Test method
Physical	Film		50µ ± 10%	FTM 12
	Adhesive		23gsm ± 10%	
	Liner		50µ ± 10%	
Peel adhesion	Initial	24 hours	N/25mm @ 23°C, 50% RH	FTM 1
Stainless steel	12.2	18.4		
Glass	13.8	18.7		
Shear resistance	>1000			FTM 8
Service temperature range	-40°C - +135°C			

## Cleaning instructions

Using a damp lint-free soft cloth. No detergents, solvents or petrol to be used. Warm, soapy water only. Clean a small area to test first. Clean with care.

# Digital wallpaper

## Technical data sheet



### Product description

Graphic Image Digital Wallpaper offers excellent quality and high resolution printing and dimensional stability combined with good solvent, humidity, elevated temperature and UV resistance. Topcoat is specifically designed to ensure good print definition and adhesion of UV digital inks. Graphic Image Digital Wallpaper provides excellent colour-fast ink reception, ensuring vibrant images on every application.

### Typical applications

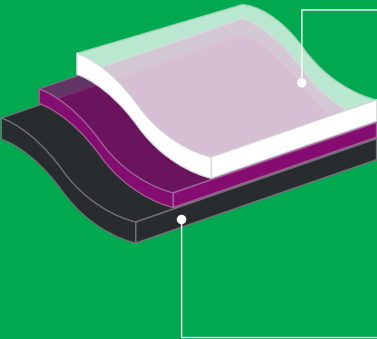
Indoor or outdoor advertising and promotion on flat or slightly curved surfaces.

### Typical industrial sectors

Architectural signage, manifestations, point-of-sale and exhibition graphics.



## Performance



**Facestock:** 95 $\mu$  white matt soft calendered PVC film offers excellent quality and high resolution printing and dimensional stability combined with good solvent, humidity, elevated temperature and UV resistance. Designed to be UV digital printed.

**Adhesive:** Permanent opaque acrylic. Grey adhesive side ensures no show-thru on overlap joins, which counter-acts any long term shrinkage.

**Liner:** 140gsm White PE coated Kraft release liner.

## General characteristics

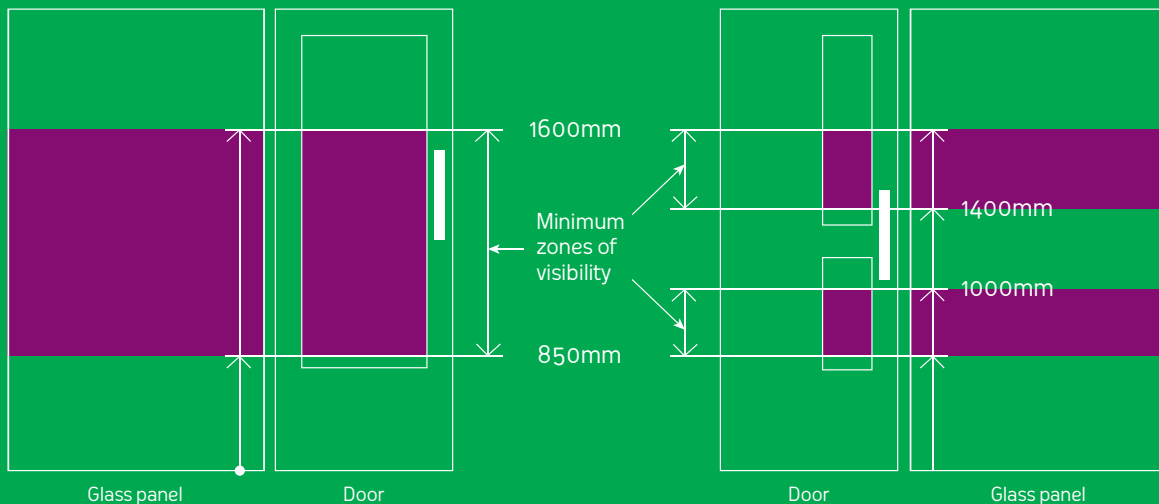
Properties	Typical values		Unit of measure	Test method
Physical	Film		95 $\mu$ $\pm$ 10%	FTM 12
	Adhesive		23gsm $\pm$ 10%	
	Liner		140gsm $\pm$ 10%	
Peel adhesion	Initial	24 hours	N/25mm @ 23°C, 50%RH	FTM 1
Stainless steel	12.2	18.4		
Glass	13.8	18.7		
Shear resistance	>1000		minutes	FTM 8
Service temperature range	-20°C - +70°C			

## Cleaning instructions

Using a damp lint-free soft cloth. No detergents, solvents or petrol to be used. Warm, soapy water only. Clean a small area to test first. Clean with care.

# DDA regulations

## Technical data sheet



## Description

It is important to understand that all manifestation and graphics to glass screens and doors must comply with a minimum requirement by law. This is known as the Building Regulations 2000.

The Building Regulations 2000, Part M states; **2.24 Glass entrance doors and glazed screens will satisfy Requirement M1 or M2 if:**

*a. They are clearly defined with manifestation on the glass at two levels, 850 to 1000mm and 1400 to 1600mm above the floor, contrasting visually with the*

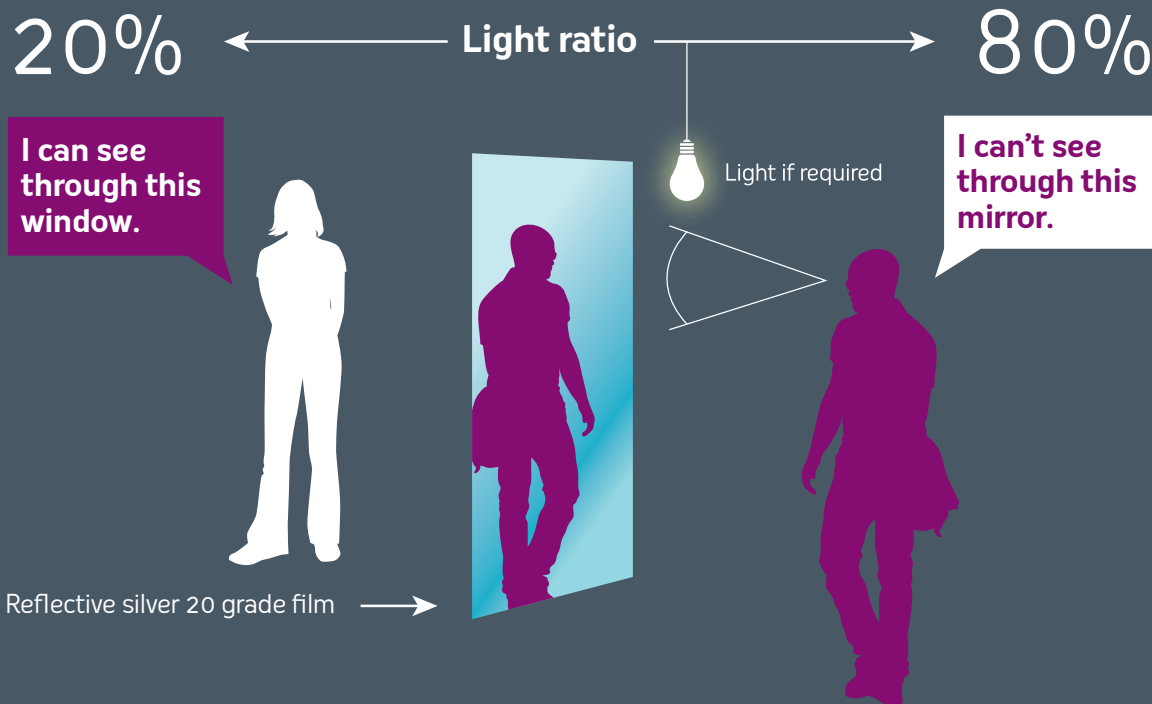
*background seen through the glass (both from inside and outside) in all lighting conditions;*

*b. Manifestation takes the form of a logo or sign at least 150mm high (repeating if on glazed screen), or a decorative feature such as broken lines or continuous bands, at least 50mm high*



# One - way mirror film

## Technical data sheet



### Product description

One - way vision is achievable by using either a highly reflective silver or bronze metallized window film applied as a whole sheet, or striped silver window vinyl with a white backing. The metallized film requires the correct lighting ratio's to maintain the effect (see above) and can be reversed at night as the natural light fades and office lighting is left on. To prevent this and keep the one - way vision effect additional lighting can be employed to ensure the correct lighting levels are upheld.

# Glossary of terms

## Standard Terms

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### Manifestation

- The application of a graphic to glazing or walls.

### DDA

- Disability Discrimination Act – Markings on glass, which allow it to be seen easily. Part M of the Manifestation Regulation states that companies have to have DDA on glass entrance doors and glazed screens.

## Film Types

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### Etch Effect Film or Frosted Film

- A ‘sand blasted look’ material that leaves a frost effect on glass applications. Graphic Image use a range of Frosted Films. Most comonly used on interior glass offices to give a frost effect decoration or level of privacy.

### Optically Clear

- A film that allows 100% transparency upon which designs can be printed on to in great detail.

### Digital Wallpaper

- Digital Wallpaper is a high quality self-adhesive film that can display unique images such as photos to a larger scale. Applied like a “normal” wallpaper. Typical uses include indoor and outdoor advertisement and promotion on flat or slightly curved surfaces.

### SAV (self-adhesive vinyl)

- Self adhesive vinyl is primarily used for sign-making. Can be uniquely cut to very specific designs and shapes. It has a sticky back and can be applied to glass and walls.

### Bomb-Blast or Anti-Shatter Film

- A film applied to glass which wont prevent the glass breaking but will however keep all particles of the glass together.

## Film Effects

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### Opaque

- Does not transmit light. Not to be confused with either transparent or translucent.

### Translucent

- Originally used for illuminated applications such as light-boxes. Now being used for interior fit outs in well lit areas to provide a vibrant colour injection.

### Transparent

- A see-through film which offers low levels of privacy. Transparent films come in a broad range of colours to give a stained glass effect.

### Opacity

- The higher the opacity the less you can see through. Opacity is a scale measured in percentage. For example, 66% opacity would allow light and silhouettes/shapes visible to the eye.



## Print Process

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### Solvent Printing

- A traditional six colour printing process to specially coated materials which are porous. Solvent printing has a smooth and vibrant finish.

### CMYK

C – Cyan M – Magenta Y – Yellow K – Black

- The print industry standard ink combination for printing any image. More recently developers have added Light Cyan, Light Magenta and now White ink to expand the range of tones and vibrancy achievable.

### UV Printing

- In UV printing, UV light is used to dry specially formulated inks that are printed on non-porous materials. This process allows us to print onto many sheet materials, as well as Optically Clear film.

### Single Strike Printing

- A standard print which uses a single layer of ink. Most common style of print.

### Double Strike Printing

- Double quantity of ink to make images appear bolder with more depth of colour.

### White in-process Printing

- White ink can be used in two ways. Either as a spot colour, or printed in the same mix as other colours (CMYK) to produce a more bold image which is less see through and has more vibrant colour.

### DPI (dots per inch)

- DPI is the resolution of an image or picture. The more DPI or dots per inch, the higher the resolution.

## Colour Guides

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### Pantone

- Universally recognised colour guide. It provide an accurate method for the selection, specification, reproduction and matching of colours. This is a Design Colour Standard Range

### RAL

- Trade alternative for painted applications such as emulsions, egg-shell paints and powder-coating.

## Production Formats

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### EPS File Format

- Encapsulated PostScript (EPS) is a standard file format for importing and exporting PostScript files. An EPS file can contain photo's, gradients, intricate patterns and anything intended to be printed. This is our (Graphic Image Solutions') preferred use design format.

### AI File Format

- Adobe Illustrator file format (ai) are used as a file type for vector files or text files created in a design programme. These save as a smaller file than EPS.

### Vectors or Paths Images

- A vector image has a path that leads all around the contour of the graphic. These images are suitable for the production process of vinyl cutting, where the knife follows the contour to cut the shape.