



MAKING IT STICK

Print Sauce delivered a fascia transformation for the Diesel store in London's Carnaby Street. It was a temporary thing, but then someone had a better idea...

Ripping out the front of a shop that's open and trading and replacing it isn't a very practical idea. Closing the premises and performing the job would be a better scheme but it'd be ruinously expensive and far from practical if the required transformation was only temporary. Being Print Sauce and being confronted with the idea, a better way was found.

Caerphilly based Print Sauce was asked to deliver a colourful and highly decorative new shop-front to the Diesel Store in London's Carnaby Street. It was to be a temporary transformation, something that was only needed for a couple of months.

Gary Bagstaff and the team created a timber braced Dibond clad structure to conceal the real store front and decorated it with printed **Metamark MD5** all nicely protected under a layer of matching **MetaGuard laminate**. The result was truly arresting. Where there was once a nondescript shop front, suddenly the structure was alive with colour. Not the sort of thing that's easy to ignore.

Just before the installation was due to be removed, a conversation was had and it was soon established that the business had become rather attached to its new shop front and the way it looked. The graphics had done the job and the need was past, but the shop front, that had an enduring and attractive quality.



With the lion's share of the job's cost sunk into the physical fabrication, it was decided to give the fascia a new set of clothes and some grey printed **Metamark MD5** was suggested, approved and installed. It looks spot on.

So what was intended to be a temporary installation is now a much admired and permanent part of the Diesel shop's fit and fabric. It looks fresh and new. It's protecting the structure behind it. And it represents tremendous value for Print Sauce's client.

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MD5
SERIES

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