



Photography by [Claude-Simon Langlois Photographie](#), courtesy of innédesign

## A SLEEK LOOKING WRAPPING IN FULL VIEW

**The Client:** The [Groupe Cholette & Devimco](#) (Cholette)

**The Designer:** For [Innédesign+MP1](#), Alain Desgagné

**The Supplier:** [Groupe BO Concept](#) (GBC)

**The Project Manager:** At GBC, Martin Blanchet

**The Project:** Wrapping the sales and visits office at the Cité Dix30 construction project in Brossard

**The Challenge:** Install large format banners on coffered walls and transform a mere sales office into a monumental signage

**The Results:** Spectacular advertising that can be seen from all sides

## SIGNAGE THAT IS MONUMENTAL, WITH GRAPHIC REFINEMENT AND PRODUCED WITH GREAT ATTENTION TO DETAIL

With Cité Dix30, GBC has managed to transform a mere sales office into monumental signage. Keeping in mind the spirit of this new Burrow, around the Quartier Dix30, a new commercial mall at the intersection of Highways 10 and 30 in Brossard QC, this high-end residential real estate project needed a sober, private space AND giant signage visible from all sides at a distance.

The exterior walls are totally wrapped in banners illustrating the "Lifestyle" approach of the project. The interior is decorated with very modern wallcovering in contrasting colours. The décor is enhanced by a smoked mirror wall decorated with vinyl die-cut lettering and coloured graphics. An opened wall, with pivoting signage reversed printed on acrylic panels, completes the décor. This is only one of the many Cholette projects for which GBC has produced and installed all interior and exterior signage.



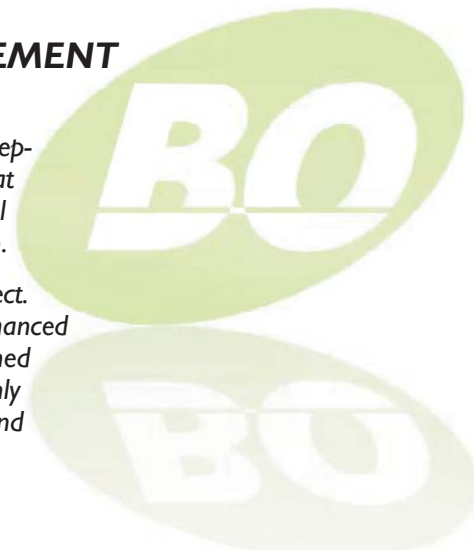
In the background, you can see the open concept green wall with pivoting signage reversed printed on acrylic panels. In the foreground, a model of the project, covered by an acrylic casing and the floor plans of the buildings printed in grey on vinyl with a matte overlaminates to improve readability.



On the back wall, colourful graphics, printed in 8 c/p using our HP Scitex XP2700. This smooth textured, eco-friendly wallpaper, containing natural fibres, can be 100% recycled.



Smoked mirror wall decorated with white vinyl die cut designs and lettering and 4 c/p pictures on vinyl.



## TRANSFORMING THE WHOLE BUILDING INTO A GIANT SIGN



Needing to be visible from far or up close and from all sides, the giant outdoor advertising has left no respite to our experienced installers.

Indeed the installation of the banners was complicated by the presence of coffered walls that left them no room to work. Because visitors walking up on the porch would see the banners from up close, they had to be stretched perfectly flat, with no wrinkles and seamless borders.

Other signage and a free standing sign have been installed, but are not shown in this picture.

*Pierre Lachapelle* Sales and Marketing Manager  
(514) 323-6767 extension 228

AFTER



## MORE INFORMATION ON OUR PARTNERS

Groupe Cholette & Devimco (Cholette) is an amalgamation of businesses created around Constructions Cholette and its sister companies, all managed by Michel Cholette. Cholette was celebrating its 20<sup>th</sup> anniversary of innovative building projects in 2010. Over the past two decades, Cholette has developed more than 5,000 residential units and is the recipient of the 2009 Award for Best Builder of the Year in the Montreal region.

Innédesign+MP1 has won the first prize for interior, commercial design at the INTÉRIEURS FERDIE 2010 Awards for the Dix30 sales office interior design. (FERDIE: Fund for Study and Research in the field of Interior Design of the East)

## DID YOU KNOW?

### Enviroboard™ MR

Ask about our special prices for February



### DARE TO COMPARE TO THE NEW ENVIROBOARD MR

Designed to perform, but containing post-consumer paper and 100% recyclable, *Enviroboard™ MR* compares favourably with most of its non-ecological counterparts. Indeed, it is whiter and more rigid than cardboard and is lighter and easier to cut than styrene.

### IN 2011, GBC INNOVATES WITH REBOARD™!

Last year we purchased the HP Scitex FB6700 and a Zund digital cutter. Both devices will be used in the production of creative recyclable POS, stands and furniture, made using *Re-board*. GBC is the second Re-board licensee in Canada.

### EMAIL US FOR A DEMONSTRATION AND A FREE SAMPLE

At GBC, we can help you maximize the visual impact of your displays! [Contact us](#) to arrange an appointment or a demonstration.