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Are your walls in need of some protection?

Painted plasterboard walls are the most common wall finishing material in retail environments yet they are easily damaged. Bags and trolleys can damage walls and create indentations, and even just the everyday wear and tear that retail environments are subjected to leaves scuffs and scratches that are difficult to wash off or cover up.

Read on to see how to protect your walls and brand your store environment at the same time!

Wall protection

lamidec™ is a surface protection system designed to enhance and protect vulnerable wall surfaces in high traffic areas. lamidec™ is based upon our most durable wall cladding system lamigraf™. The important product development is the specially designed backing that enables lamidec™ to be applied straight onto semi-porous surfaces such as plasterboard (either painted or raw) using water based adhesives.

lamidec novograf
lamigraf for paint and plaster

lamidec™ is a fully custom designed product so you can clad walls in your corporate colour, add your logo, or communicate brand values. Various effects such as metallic, tiles or wood-grain can be recreated in a gloss or matt finish or you could, as some of our clients have already done, add a touch of drama with large scale photographic images.

Corridor Before



Corridor After




lamidec™ is available in various grades which feature these specialist characteristics:

- o Microban® - impregnated with antimicrobial agents ideal for hygiene critical areas
- o Fire rated - for use in high security or high risk areas e.g. airports, trains etc
- o Graffiti resistant - ideal for areas prone to vandalism e.g. public washrooms
- o Double thickness - lamidec™ Enduro grade for extra protection

If you would like to discuss a wall (or several walls) that could possibly benefit from lamidec™ please call us on 01355 900 100 and ask for Emma Goudie or email us at info@novograp.co.uk

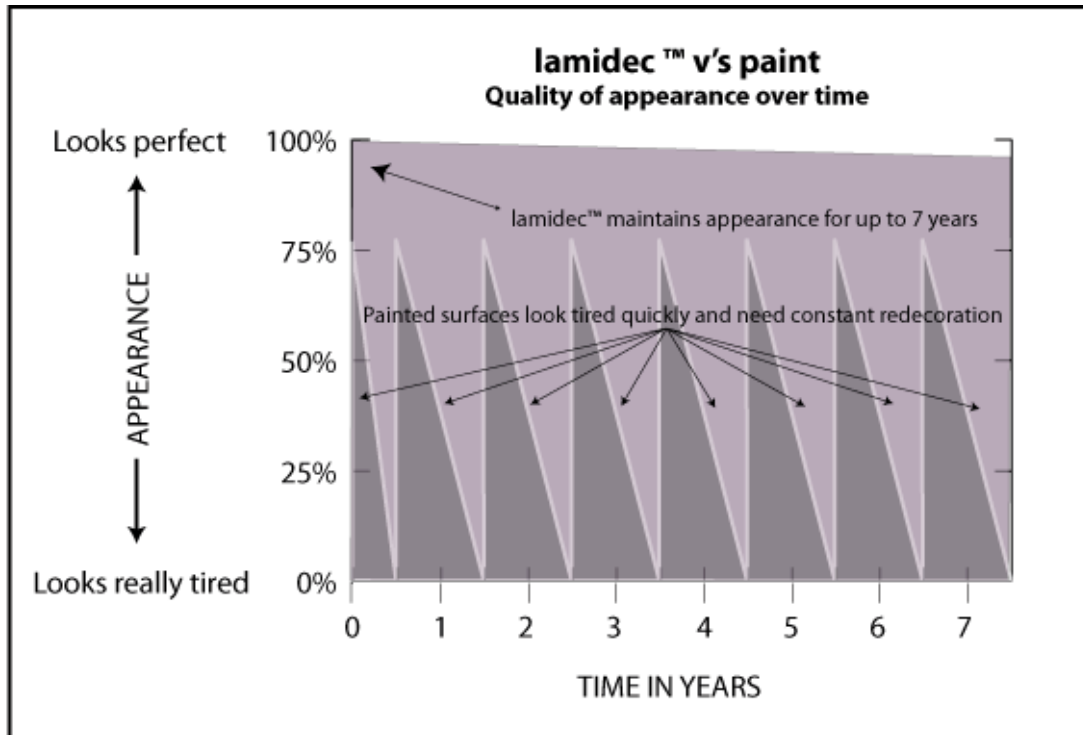
lamidec™ v's paint.....

lamidec™ is a highly durable, scuff resistant alternative to painted plasterboard walls, that will not only save you time and money in the long term but has all these benefits too:

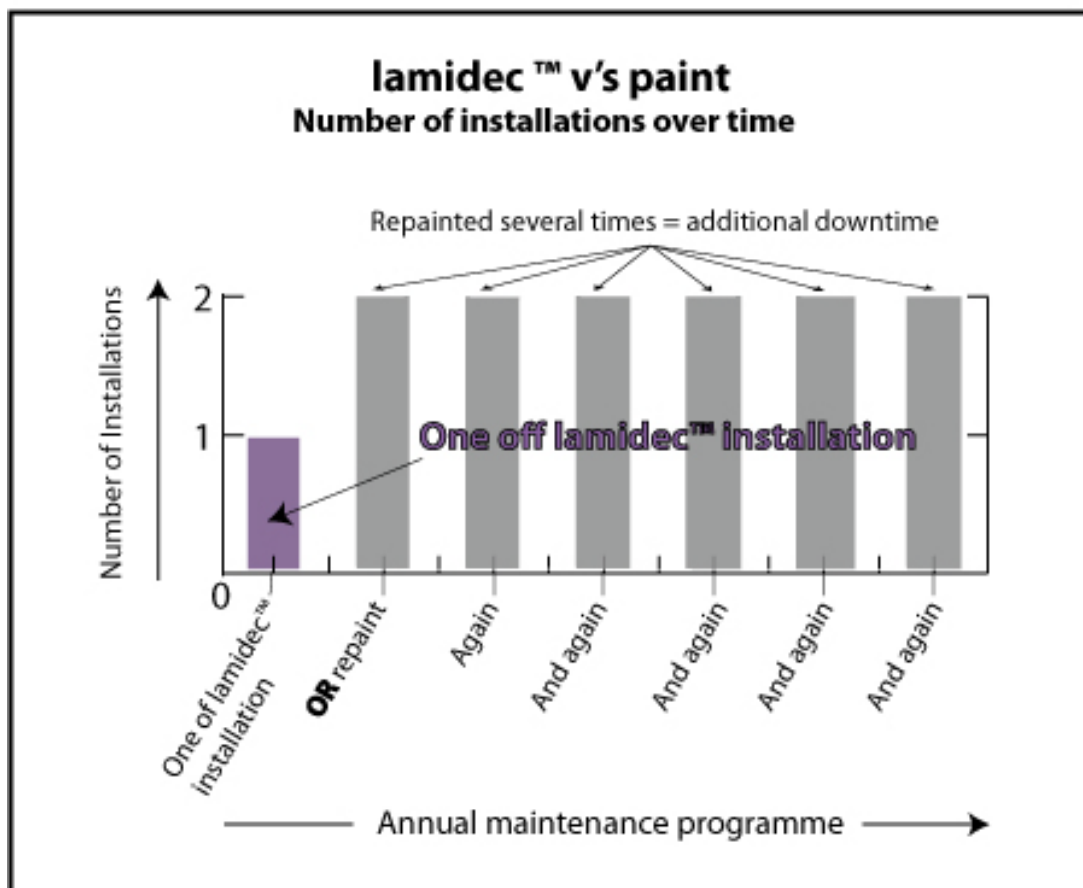
 v's paint		
Longevity	Maintains appearance for up to 7 years	Can last up to 6-12 months but is prone to damage and marking the day that it is painted
Design	Unlimited - Metallic - Wood grain - Gloss - Matt - Photographs - Solid colour	Plain colours only Needs a skilled decorator and several coats to get an even solid colour
Maintenance	Minimum maintenance - Scuff resistant - Impact resistant - Washable	Must repaint regularly - additional labour - additional downtime - additional cost
Application	Once	Several coats initially especially if trying to cover up a dark colour then 2-3 coats every year. As many as 24 applications in same 7 year period
Downtime	One-off quick, easy, odourless application	Wet process, lengthy downtime, very disruptive, not odourless
Fire rating	FR grade available	Most paints not fire rated

Unlike paint that quickly becomes dirty and scratched, lamidec™ will maintain its 'as new' appearance, several years later. It will not only protect your walls but will also protect your brand image.

The graph below shows that lamidec™ looks super for as long as you want it to last, whereas paint will never look as good and can even show up scuffs and damage the day that it is repainted. It requires repainting on a continuous basis whereas with lamidec you can do it once and forget about it!



The durability of lamidec™ is one of its key benefits. It will maintain its appearance for several years, slashing maintenance costs. It will eliminate annual repainting and maintenance programmes from several times a year to once in a seven year period and save you a fortune by drastically reducing downtime, therefore avoiding lost revenue.



From trial to national rollout.....

There are many reasons to decide to undertake a refurbishment programme.

- o Re-branding
- o Change of layout
- o Targeting a different sector of the market
- o Seasonal change
- o or your store is simply looking tired and needs updating

All of our products are bespoke solutions (without the bespoke price tag) designed to fit your business needs exactly. In order to thoroughly understand the improvements you would like to make we suggest meeting at one of your stores to help us identify your requirements and enable us to discuss your ideas.

After our initial discussions and store walk through we will brief our design and development team to come up with the best solutions for you. We will then present you with our proposed solutions to transform your store to the highest standard without the cost of a full traditional refurbishment.

After discussions and some fine-tuning to get the proposal just right, we take your branding or design ideas and apply them to your store. A CAD plan will be produced showing what products are to be installed and their location within the store.

Once approved your products will be manufactured and the complete store refurbishment kit sent out for our installation teams to transform your store. We have installation teams throughout the UK who will carry out the refurbishment at the most convenient date and time to suit you.

We have been refurbishing stores throughout the UK for over 20 years and undertaken many successful trials leading to nationwide roll-out campaigns. Our refurbishments have a proven record of increasing revenues. We have a fully integrated service and can offer you complete piece of mind.

Do you have a store you would like to trial our refresh service on? If so please call us on **01355 900 100 and ask for Emma Goudie or email us at info@novograf.co.uk**

Our complete service from design to installation.....

Complete Service - Complete Piece of Mind

Following a successful trial you will be assigned your own Project Manager who will be your main operational point of contact and who will arrange everything for you.

From the survey of your premises to organising the design and manufacture and ensuring it is installed on time, to your complete satisfaction. You will be updated on a regular basis, so you can be confident in the knowledge that the refurbishment of your premises is under control, enabling you to concentrate on the bigger picture.

We can:

- o **Survey** each of your premises to be refurbished, ensuring correct and comprehensive information enabling us to provide the highest possible level of quality.
- o Work with you to produce **store scheming rules** to create a store design manual for national roll-out ensuring brand consistency throughout your portfolio of stores.
- o Create **CAD plans** of each store (using the trialled products, scheming rules and survey information) providing instructions for approval and installation.
- o **Modify the designs** for each store ensuring they fit exactly as required.
- o **Manufacture** your products ensuring colour consistence throughout all stores.
- o **Install** our products throughout all stores in the UK transforming your complete brand image. Overnight installation can be arranged to reduce downtime and customer inconvenience.
- o **Hold stock** to increase economies of scale and enable you to call off stock as and when your stores are ready for our installation teams
- o Ensure the highest level of **quality control** with our live reporting system **iris** (installation reporting information system) enabling instant communication between our onsite teams and HQ to rectify any issues instantaneously, reducing snagging and improving on time completion rate.

If you would like to know more about our complete store transformation service please call us on 01355 900 100 and ask for Emma Goudie or email us at info@novograf.co.uk

Next issue.....

We hope you've found this information useful. If you think our products or services could help one of your colleagues please forward this message onto them.

In the next issue we will look at:

- o Our policies to reduce our impact on the environment
- o Our complete PVC and Phthalate free graphics and cladding solutions including:
 - o Window graphics
 - o Floor Graphics
 - o Perimeter signage
 - o Wall graphics and cladding
 - o Checkout cladding
 - o and much more.....

Best wishes,

Suzy

on behalf of the team at **novograf**