

Case Studies

GBM

PRINT & DISPLAY



**Dermot
Long**

Production Manager

Combining innovative materials and machinery together to produce visual communication that excels, for over 25yrs. With a strong background in IT, I know the importance of technology in manufacture, production and installation. Delivering excellence within budget is an ongoing project with measurable metrics for GBM and ultimately, our clients.



**Pat
McNamara**

Logistics Manager

The importance of getting our products where they need to go, be it within Ireland, the UK, Scandanavia or mainland Europe, is my main focus. As the world gets ever smaller and our client base extends to new countries, I still enjoy sourcing faster, more economical and safer methods to ship out our clients' work.



**Julie
Long**

Sales Manager

With a strong background in business, brand management, advertising and market research for over 30yrs, I understand the real value of customer service and communication.



**Jason
Stott**

Design Manager

With a creative approach, to both design and production, teamed with over 15yrs in the industry, my focus is on taking a lateral approach to problem-solving for our clients. Fabrication, materials and processes are incorporated from the design stage of our process, which ensures the client is with us every step of the way.

HORSE RACING IRELAND



Display System : A Case Study

Our Client : Horse Racing Ireland, Co. Kildare

Horse racing in Ireland

is intricately linked with Irish culture and society. The racing of horses has a long history on the island, being mentioned in some of the earliest texts. Domestically, racing is one of Ireland's most popular spectator sports, while on the international scene, Ireland is one of the strongest producers and trainers of thoroughbred horses.



Our Brief :

'A good quality display stand that is easy to use, looks well, transports and assembles easily and offers good value for money.'

Our Considerations :

When compiling this quotation, our design and production teams were conscious of ...

- delivering a stand which visually communicates the Horse Racing Ireland brand

- offering the client the best options on the display market while staying within budget

- offering a flexible solution which is both durable and portable

- offering a modular solution which can be added to when the need arises

- offering a structure where some/all of the printed panels can be updated at any time

- delivering a solution that would not only work for 2020 but would continue to work in 2030

Our Solutions :

ISOframe structure

As the official Irish distributor for Mark Bric Display, we used Swedish engineering and design to deliver a stand system that not only has a 10 year guarantee; but offers a modular, flexible solution to the client's displays, both big and small, going forward.

5 Backwall Panels

1 Keyboard Table

TV Mount

Having discussed the possibilities that ISOframe offers, the clients added two additional panels, a table and a TV mount to the stand. Given that the client's communication requirements vary between locations and audiences, our clients agreed that the additional spend would allow much greater freedom to customise the stand and, consequently offer much better value for money.

Carry Case wrap reception desk

By adding a printed panel to the carry case, our client again added value to the order. Not only did they have a hard transport case, they also have a branded reception desk with an add on Beech counter top.

Display Makers :

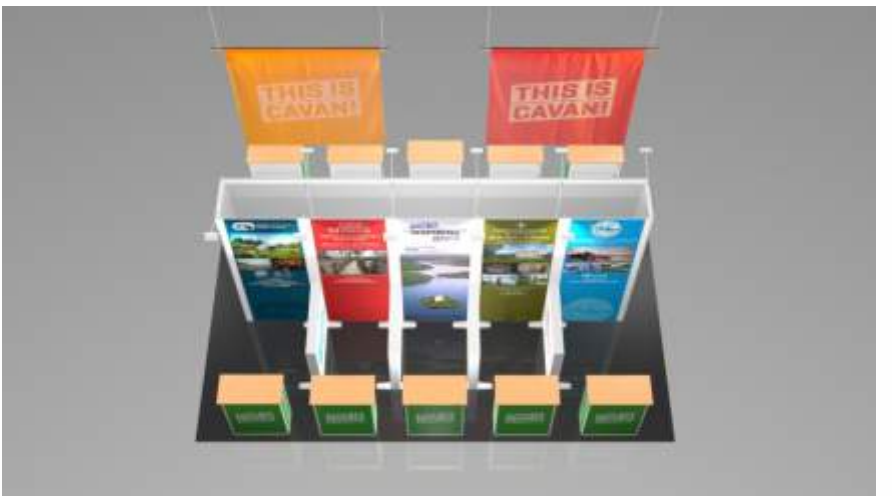
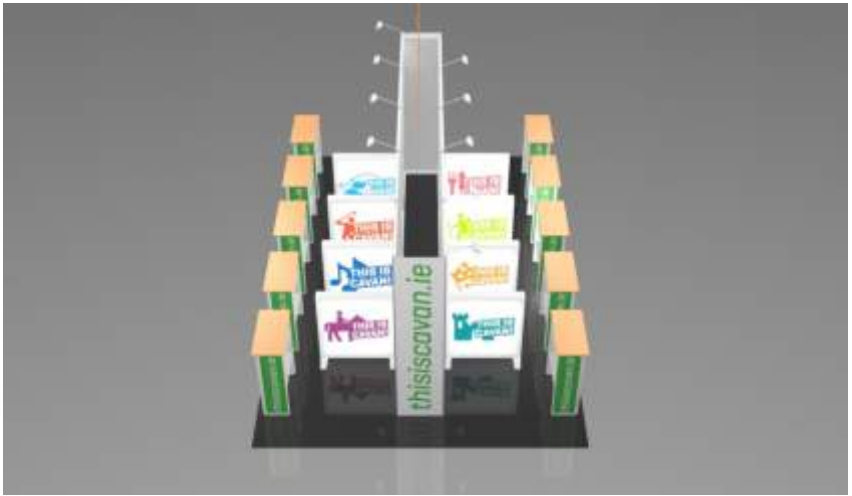




CAVAN COUNTY COUNCIL

Display & Exhibition : A Case Study

Our Client : Cavan Tourism Office, Cavan County Council // Brand : 'This is Cavan'



Our Brief :

Cavan County Council (Cavan Tourism) invited tenders for the design and manufacture of a *Tourism Modular Trade Exhibition Stand*.

Required a re-usable tourism stand with:

A maximum footprint of 4 x 6 metres which is to be divided into 10 sections and easily assembled by a non-specialist contractor. Guidance on this should be provided. The stand should be built in a rectangular fashion to accommodate a maximum of 10 businesses, but can be reduced to accommodate 4 businesses without affecting the aesthetics of the stand. Other requirements include:

Linear back wall with some This is Cavan! branding but which can be customised as required with individual business branding (behind each business).

Interchangeable waist high dividers between sections/businesses

Over-head lighting per section (10),

10 counters

4 overhead hanging branded drapes

On-brand coloured flooring (4 x 6 metres)

Bracketing for 2 large screen TVs

Delivery, set-up and disassemble at Holidayworld 24th – 26th Jan 2020 in the RDS, Dublin

Stand Storage

Our Considerations :

When compiling this quotation, our design, production & installation teams were conscious of ...

delivering a stand which visually communicated the forward thinking, outward looking 'This is Cavan' brand

offering the client the best options on the display market while staying within budget

giving the client's stand 360 degree exposure within the exhibition hall

making 'This is Cavan' stand out in a full exhibition hall

using new display materials and fittings which would work well with the brand

offering a flexible solution which was both durable and portable

offering a modular solution which can be added to when the need arises

delivering a solution that would not only work for 2020 but would continue to work in 2030

Our Solutions :

ISOframe structure

As the official Irish distributor for Mark Bric Display, we used Swedish engineering and design to deliver a stand system that not only had a 10 year guarantee; but offered a modular, flexible solution to all the clients displays, both big and small, not only for this event but also going forward. The double sided frame, which allows for 5 stakeholder exhibitors on either side i.e. 10 in all, can be reused in any combination of sections i.e. a three panel single sided backwall for a much smaller site.

Flexiframe reception desks

Mark Bric Display reception desks contain shelves for brochures, merchandise and jumpers (the show was in January in Ireland). The printed 5mm foampvc panels are durable and water resistant. Repurposing the desks is easy - new front and side panels can be printed and inserted to make them reusable for any launch or event. They also fold flat with a carry case - perfect for the back of a car.

Lightboxes

We discussed the use of light boxes as dividers with the client; and they loved it. We also wanted to show off the 10 vector icons contained within the 'This is Cavan' brand guidelines. The lightboxes are the same height as the reception desks (1000mm) which give a clean, seamless look to the stand. These are double sided LED units with easy swap out, machine washable fabrics. Lightboxes can be used on their own, at any venue, or they can be stacked two up to add to their versatility.

These lightboxes break down into handy carry bags for ease of transport and storage.

Spotlights

Quality spotlights deliver good even light, and which can be daisy chained to minimise the number of sockets required. Mark Bric Display lights also come in a handy carry

bag for ease of transport and storage.

Flooring

As all spaces are different, both the client and our team opted to rent the carpet for this venue. The colour was selected to sit effectively with the brand colours, plus be both neutral and pale enough to provide throwback from the ground level lightboxes to give the overall stand an 'island of light' effect.



Installation :



Testimonial :

'Just a quick word to say a huge thank you for everything over the last few months and also in getting our stand up- and down this weekend.

Every interaction with everyone in your company was on-time, professional, courteous, good-humoured and patient and I very much appreciate your efforts'

Joanne Hayes, Cavan County Tourism Officer, Cavan County Council

The stand was great at Holiday World and we had lots of great feedback from other vendor/local authorities and the public.

Cathal Byrne, Tourism Development Office, Cavan County Council

DHL IRELAND



A Case Study : Bespoke Digital Wall Coverings

Our Client : DHL Express, Ireland

DHL Express is a division of the German logistics company Deutsche Post DHL providing international courier, parcel, and express mail services. Deutsche Post DHL is the world's largest logistics company operating around the world, particularly in sea and air mail.

Our Brief :

Overall : For these projects, our clients wanted to create a unique atmosphere and experience in each of their centres.

Shannon Depot : Our clients wanted to introduce imagery into their corporate boardroom using local iconic landmarks.

Cork Depot : Our clients wanted to introduce motivational brand images into their transport depot

Dublin Depot : Our clients wanted to introduce imagery into their staff area using local iconic landmarks.

Our Considerations :

When compiling this roll out, our design, production and installation team were conscious of ...

creating compelling and energising transition & meeting spaces

using durable, long life materials

using easy to remove materials

designing imagery that represented well known landmarks - both for local staff & international visitors

the use of environmentally sustainable substrates in accordance with DHL's Group-wide Environmental Protection programme. The DHL Go Green Programme states 'Sustainability has long since become one of the most important issues of our time ".

Our Solutions :

ISOframe for wall mounted fabric

As the official Irish distributor for Mark Bric Display, we used Swedish engineering and design to deliver a framing system that has a 10 year guarantee; and allows for fabric graphic swopouts as the need arises. Fabric graphics were produced using the dye sublimite process which gives high definition imagery the maximum visual output and has the added advantage of being machine washable.

Material : Recycled & recyclable aluminium.

Fabrics which can be repurposed.



2.4 m wide x 1.6 m high



ISOframe for wall mounted vinyl

For the Cork Hub, the presence of airborne particles of dust and the height at which the frames are fitted necessitated that we use pvc vinyl as opposed to dye sublimated fabric to ensure low maintenance. A thicker frame was used to hold the extra weight (PVC banner material is much heavier than fabric)

Material : Recycled & recyclable aluminium.

Banners can be repurposed.



Bespoke Digital Wall Coverings

Regardless of the print, GBM guarantees high quality for every customer: durable, easy to clean, flame retardant, scratch/water and impact resistant, safe, colourfast and lightfast.

We take a constructive approach with our customers and offer support during the entire process: from the first creative ideas to concept and on to the moment that the digital printed wallcovering is installed.

Wall coverings were used in both the Dublin and Shannon hubs.

Material : Coala Wall Design P textured with full environmental credentials

B1, M1 and Euro Class fire rated
Rot and mildew resistant
Can be cleaned with soap and water





Amazing!!

It's definitely getting the desired reaction from employees which is great!

Ciara Hynes

Brand, Communication and Marketing Manager

DHL Express (Ireland) Limited

Just wanted to drop you a line to let you know that the feedback from Cork about the pictures is fantastic!!

Thank you so much for all you help and support with this project!! You mirrored our core attributes – Speed, Right 1st time Can Do and Passion!!

Thanks again J

Kellie Mahon

Training & Development Manager

DHL Express (Ireland) Limited



NORDIC AVIATION CAPITAL

A Case Study : Office Graphics, Signage & Fitting

The Space : Gardens International Building, Limerick



The Gardens International is an iconic office development that reimagines one of Limerick's most historic and innovative buildings for the 21st century.



Our Client : Nordic Aviation Capital, NAC

The Space : Gardens International Building, Limerick, Ireland & Toronto, Canada

Our Brief : Limerick office

5 lift lobbys, 5 office floor logos, 4 break-out logos, 43 general offices with frosted vinyl, 16 executive offices with frosted vinyl,
10 meeting rooms, 6 non executive offices with interior extruded signage, restaurant signage, exterior signage

Our Brief : Toronto office

Interior extruded signage

Our Considerations :

When setting out this job our design, production and installation teams were conscious of ...

The building itself : This LEED Gold Building provides high performance Grade A office workspace over six floors. The Gardens International Office has a unique character, enriched by the combination of dynamic contemporary architecture and old heritage buildings. The development sets new standards of design construction and prestige.

Gardens International has also won the Royal Institute of the Architects of Ireland (RIAI) Award, offering a high international benchmark for sustainability.

Our clients, Nordic Aviation Capital, are the world's largest regional aircraft leasing company.

Having worked with NAC for over 5 years, we understand the value that is placed on their Danish led brand guidelines and their company ethos.

Taking 5 floors of the Gardens International building represented a significant investment for NAC and it reflects the global growth and success of the company, its ambitious plans for their future in Ireland, and the success of the Limerick operation.

Working Team :

Installation on a new site always presents challenges. Working with a dream team of designers, architects, construction managers, building managers and NAC marketing people helped to deliver a finished install in 6 working days.

Testimonial :

A huge, huge thank you for you for all that you and your team did to get the signage project over the line.

The feedback has been hugely positive so thanks for all of your help to get everything in order within a tight time frame.

I am delighted that I put my faith in you guys, as always its nerve-wracking choosing suppliers for large projects like these, but you delivered as you said you would.

Eva Ferguson
VP Marketing and Communications
Nordic Aviation Capital