

CASE STUDY - ELEMENT
AUGUST 2009

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Client: Progressive Enterprises Ltd
Stores: Countdown, Foodtown and Woolworths Outlets
Product: element
Colour: Create Your Own - Count Down Pewter
Where: New Zealand

element - Create Your Own

Progressive Enterprises came to Gunnersen with a problem - they were trying to find the right colour to use throughout their supermarket chains across New Zealand.

They needed a specific colour that would suit their revised colour scheme and could be repeated throughout the three supermarket brands.

The colour was not available in a laminate and paint was too expensive. They had tried both options previously and were looking for an alternative.

Gunnersen found the solution with element - Create Your Own.

Create Your Own is the premium element colour solution for design professionals, providing an infinite range of colours available from the RAL Colour System in a large range of MDF board lengths and thicknesses plus Standard, MR and E0 MDF grades.

Create Your Own is ideal for matching corporate brand colours, creating exclusive colours for special projects or to match existing colour schemes that may be unavailable. It can be achieved at a lower cost and is a much 'greener' substitute for liquid paint systems

For more information please contact your nearest Gunnersen Branch or visit:
www.gunnersens.com.au or www.gunnersens.co.nz

