



Truth

With clients and offices throughout the world, appearance and identity is of vital importance to marketing, communications and research experts Truth. They recognise that the working environment is a space that should be inspirational and conducive to creativity, and in working alongside The Window Film Company, they made sure that their London office is exactly that.

Truth's brand identity includes an intricate combination of sketched drawings, including beautifully illustrated plants and animals, and it was this fabulous detail that was to form the basis of this exciting project.

After liaising closely with Truth over the final design, The Window Film Company used state of the art UV printing equipment to print the illustrations onto Frostbrite frosted film in white ink, resulting in a vivid, distinct and striking finish.

The film was applied by our professional installers throughout the premises, the frosted film providing privacy for meeting rooms, and the eye-catching design providing a feast for the eyes of visitors and staff. The use of white ink is still relatively rare in the industry and by using it, it was possible to create a light, bright environment - complimented by the natural light which is allowed to flood the room.

Advances in printing and ink technology mean that the world of window film continues to evolve, with new innovations in printable media meaning more and more creative solutions are available to an increasingly large customer base.

The truth is, the only limit is your imagination...

Project	Office Fit-out EC1
Required	Branding and glass decoration throughout
Contractor	White print onto Frostbrite film (WFC-FB)