

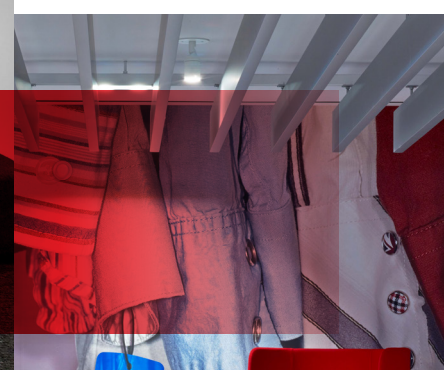
# Brand New World

**“The Avery Dennison films were perfect for surfaces that required outstanding durability and performance while creating impactful images,”** said Hugh Wolf, president, SpeedPro Imaging Long Beach.

## A Change that’s Sure to Stick

The Avery Dennison corporate offices at 207 Goode Avenue, often referred to as 207, in Glendale, California were designed to be a modern workspace reflective of the company’s innovative spirit and collaborative, global culture. To ensure the fifth and sixth floors of a new space in a LEED Gold building showcased Avery Dennison’s culture, the team sought the expertise of HOK, a global design, architecture, engineering and planning firm that specializes in transforming spaces.

Avery Dennison wanted to create an open, technology-focused environment and give the space a visual makeover that would inspire teamwork and creativity. HOK designed shared spaces, including break-out areas, a café and an amphitheater for larger occasions in the 45,000 square foot space. For the interior design, they took a page from the Avery Dennison portfolio and decorated the new office’s walls and windows with large-format images of products and graphics created with Avery Dennison vinyl films.





## Stand by your Brand

The job was installed in three days and all images were printed on a Roland XJ-640 printer. “This was a large project and the use of Avery Dennison products made the installation easy and seamless,” said Hugh Wolf, president of SpeedPro Imaging Long Beach. “The films were perfect for surfaces that required outstanding durability and performance while creating impactful images.”

The modern workspace at the Avery Dennison headquarters now reflects the evolution the company has seen since its start in the 1930s. Images of security tags dangling from the cuffs of men’s dress shirts and a rainbow of clothes hangers proudly showcase the company’s promise to help make brands more inspiring.

With the help of HOK’s vision and Avery Dennison vinyl, the company was able to draw inspiration from within, and use the industry’s top graphics films to transform 207’s interior space from bland to brand.

## Creating a Visually Energizing Workspace

In the new space, it was important to establish the Avery Dennison corporate identity through branded red color accents and images that artistically depicted the label and packaging industry. A treasure trove of vibrant photographs were discovered during the renovation and turned into full-color murals using digitally printed Avery Dennison vinyl.

“It was important that corporate identity was front and center,” said Clay Pendergrast, director of interiors for HOK. “We utilized the Avery Dennison digital library to ensure there was a consistent presence representing the company’s history, culture and diverse products throughout the building.”

SpeedPro Imaging Long Beach, a leader in large-format imagery, installed 21 graphics throughout the building to cover the drywall and windows. Graphics of a speeding train, koi pond and delicately arranged plastic clothes fasteners added excitement and energy to board rooms, break areas and hallways. Avery Dennison® MPI 1005 Supercast Easy Apply RS™ films were used on the walls and Avery Dennison® MPI 1060 Transparent films were used on the windows. For enhanced protection and durability, the graphics were paired with Avery Dennison® DOL 1380 matte overlaminate.

### Products used:

- Avery Dennison® MPI 1005 Supercast Easy Apply RS™
- Avery Dennison® MPI 1060 Transparent
- Avery Dennison® DOL 1380 matte overlaminate

*Avery Dennison digital media is used for architectural, fleet and vehicle graphics.*

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