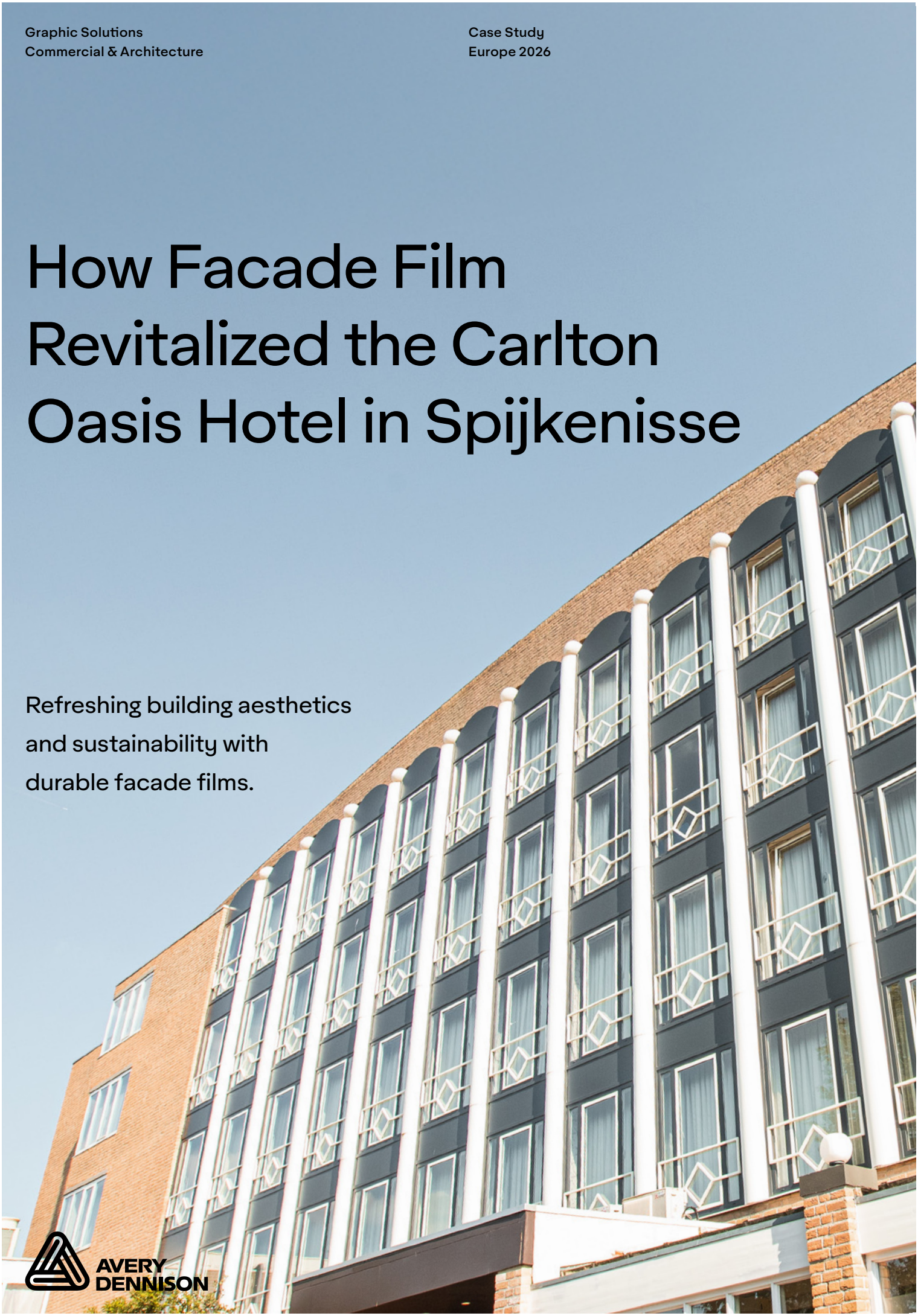
Graphic Solutions
Commercial & Architecture

Case Study
Europe 2026

How Facade Film Revitalized the Carlton Oasis Hotel in Spijkenisse

Refreshing building aesthetics and sustainability with durable facade films.



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The challenge

After more than three decades, the facade and window frames of the iconic **Carlton Oasis Hotel** in Spijkenisse (the Netherlands) had visibly faded.

The management team faced the challenge of restoring the building's original appearance while minimizing renovation time, costs, and disruption to guests. Traditional painting would require extensive preparation, drying time, and potential disturbance - a process that was neither efficient nor sustainable.

The solution

To address these challenges **Robbert Vliet**, the owner of Dry Coating Company - a long-time partner of Avery Dennison, recommended using **Avery Dennison Facade Film** to restore and protect the hotel's exterior surfaces.

The film was applied to the entire facade and window frames, giving the building a refreshed, modern look without the need for repainting. Its durable construction provides long-term resistance against UV rays, moisture, and weathering, ensuring color stability and surface protection for years to come. Thanks to its flexibility and strong adhesive system, the film was easily applied even on curved areas, allowing for a quick and clean installation with minimal disruption to hotel operations.

"This film is known for its extreme durability. It protects the frames against the elements and is very easy to process - even at different temperatures."

Robbert Vliet, Owner of
Dry Coating Company

The results

The Carlton Oasis Hotel now features a modern, refreshed facade that enhances its visual appeal and extends the life of its exterior surfaces. The renovation improved weather resistance and color stability, while reducing environmental impact compared to repainting. Both management and guests praised the renewed, elegant look — achieved quickly, sustainably, and cost-effectively.

Product used

Exterior Facade and
Architectural Finishing Film

Key features

- **Long-lasting finish:** Keeps its fresh, vibrant look for up to 10 years
- **Flexible and smooth:** Adapts to curved and irregular surfaces for a seamless appearance
- **Easy to apply:** Fast, clean installation with minimal disruption
- **Strong and reliable:** Bonds securely to most building surfaces without extra primer
- **Customisable:** Available in a range of colours and sizes to suit any project

"The color had faded after 33 years, and we considered painting or wrapping. In the end, the film was the best solution for our hotel. I'm very happy with the result - and so are our guests."

Nathalie Rosbergen, General Manager,
Carlton Oasis Hotel

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