

# Facade enhancement at Turin, Italy

Restoring the aesthetic appeal while  
ensuring long-lasting durability  
and brand consistency





#### The solution

For Locauto Due SRL's aging facade, Avery Dennison Facade Film emerged as the ideal solution. This film, known for its exceptional durability and precise color accuracy, ticked every box on the project's demanding specification list.

To bring this vision to life, Carattere SRL, the project owner, partnered with a certified facade applicator Christian Loi, one of the first certified facade applicators in Italy. With expert skill, Loi applied the film, totaling 1845 square meters across multiple car dealership buildings, in the contemporary shade of FF Black Grey (Ral 7021) in the Lustre finish. The result? A resilient facade that not only revitalized the car dealership's look but also promised to stand the test of time for years to come.

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"A day and night metamorphosis,  
showing a sleek, modern transformation."

#### Product used

Facade Film Black Grey Lustre  
Ral 7021

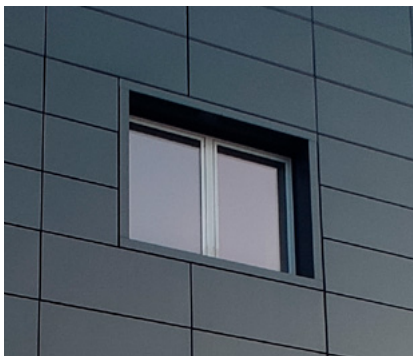
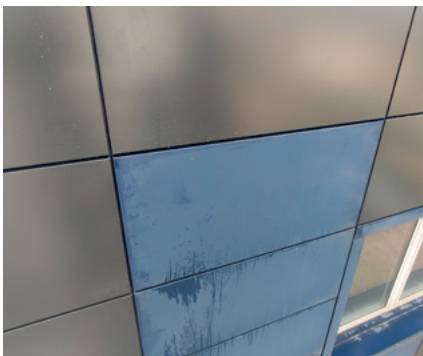
#### The challenge

In Turin, Italy, the facade of car dealership Locauto Due SRL's building had started to show signs of age. Over time, exposure to the elements had left the exterior looking worn and less vibrant. The challenge was to not only refresh the building's appearance but to enhance it in a way that aligned with the company's brand image while ensuring long-term durability.

The goal was clear: find a solution that combined exceptional durability, precise color matching, and cost-effectiveness. Traditional paint was not up to the task—something more resilient was needed to provide lasting results.

When Locauto Due SRL's dealership in Turin, Italy, began showing signs of wear, a simple repaint was not enough. The challenge was to restore its aesthetic appeal while ensuring long-lasting durability and brand consistency.





“This solution, the Facade Film, stood out to us because it was the only one capable of perfectly matching the parent company’s specific color requirements, ensuring brand consistency.”

Locauto Due SRL

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