

Case Study | **CaressColour** ASLAN CC 124 rheindesign GmbH, Rheinbach/Germany

rheindesign
Intelligente Raumkonzepte

A striking overall concept for Marienburg Pharmacy using CaressColour ASLAN CC 124 flock film



The initial situation

The Marienburg Pharmacy is located in the Cologne district of the same name – an upscale area characterised by high-quality retail and a premium standard of living. In order to counter the ever-growing online trade in medicines, brick-and-mortar pharmacies need to come up with new ideas to create a shopping experience for their customers and encourage repeat visits.

The challenge

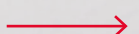
Due to the sensitive nature of the products and customers' expectations of the highest standards in terms of quality, discretion and reliability, a pharmacy must present a professional appearance. This impression is often created through natural colours and older, yet extremely stylish furnishings. Nevertheless, the Marienburg Pharmacy aimed to install an eye-catching feature that would already stand out from the shop window.

The solution

CaressColour ASLAN CC 124

rheindesign GmbH, a specialist in pharmacy and medical practice interiors, took on this task and developed a highlight concept using **Caress Colour ASLAN CC 124** in a vibrant magenta. The back panels featuring high-quality display and self-selection shelving behind the counter area, as well as the shelving units of the sales counters, were fitted with the self-adhesive flock film. This emphasises the displayed products while simultaneously creating a friendly and appealing atmosphere.

To create a smooth surface ideally suited as a base for self-adhesive films, the signage company XXL Prints & Design from Rheinbach installed HPL laminate panels, pre-treated them with a high-quality surface cleaner and degreased them.



The film was roughly pre-cut in the workshop and then trimmed to the exact size on site at the pharmacy. The application itself took place during opening hours and quickly became a topic of conversation.

Due to the film thickness of 450 µm, particular attention was paid to finding an appropriate solution for the seams between individual film strips. To address this challenge, XXL Prints & Design opted for an overlapping application followed by a twin-seam cut.



You can find more details on the overlapping application with twin-seam cut in our YouTube video.

Applying pressure with a squeegee to the matt flock surface also proved challenging. The transfer tape **SuperTackTape ASLAN TF 200**, specially designed for **CaressColour ASLAN CC 124**, was not suitable due to the on-site conditions. As is often the case in the signage industry, a workaround was required – and the solution turned out to be surprisingly simple: equipping the squeegee edge with transfer film allowed the tool to glide smoothly over the material.

Finally, the surface was treated with a steam cleaner to restore any flattened flock fibres.



The result

An eye-catching overall concept that thrives on the contrast between heavy, antique furniture and the fresh colour of the flock film. The vibrant magenta surface is clearly visible from outside through the shop windows and makes the Marienburg Pharmacy stand out.

Carrying out the installation during normal business operations was challenging, but it also sparked engaging conversations – both inside the pharmacy and throughout the neighbourhood.

Conclusion

This project demonstrates how an eye-catching feature can be created in brick-and-mortar retail with relatively little effort. **CaressColour ASLAN CC 124** achieves this on two levels: visually and tactilely. The high-contrast design of the pharmacy is a bold approach that quickly proved to have a positive impact.

Customer testimonials

“We wanted to create an elegant yet striking impression – and we accomplished this exceptionally well.”

Stefan Brauweiler, Rheindesign GmbH

“All parties involved worked together to bring this bold project to life, and we are looking forward to future projects where we can apply this velvety-warm flock surface.”

Uwe Federholzner, Rheindesign GmbH

“My first project with **CaressColour ASLAN CC 124**, but certainly not my last. I always enjoy working with new materials and already have several contacts in mind to whom I will propose flock projects.”

Christian Moll, XXL-Prints & Design e. K.

“It was important to me to create a modern yet stylish atmosphere in my pharmacy. From my perspective, this has been more than successful. I wanted a bold approach, and the extremely positive feedback from our customers confirms this.”

Corinna Höfinghoff, Marienburg Pharmacy

If you have any questions regarding specific applications, please contact our technical advisory service: +49 2204 70880

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