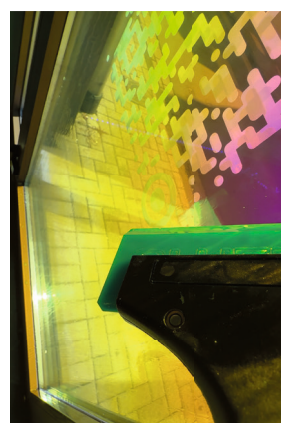


## Case Study | ColourShift ASLAN SE 70

Signage specialist: Rheinpiraten Agency in Rheinbreitbach/Germany



A distinctive brand presence for UNVRS Bad Honnef with the transparent, dichroic self-adhesive film ColourShift ASLAN SE 70



### The initial situation

The new gastronomy business UNVRS Bad Honnef had a clear vision: not a conventional kebab shop, but a modern, urban meeting point with high recognition value. From the outset, the facade needed to communicate that this was not about standard solutions, but about quality and a truly distinctive appearance.

### The challenge

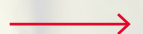
In a highly competitive food and beverage market, differentiation is essential. While many businesses rely on simple signage or classic shop window films, UNVRS aimed for a look that would instantly capture attention and clearly communicate its brand identity to the outside world. The solution therefore had to deliver not only striking visual impact, but also excel in processing and durability.

### The solution

#### ColourShift ASLAN SE 70

The Rheinpiraten Agency from Rheinbreitbach, specialists in signage, graphic design and brand environments, developed the complete design concept for UNVRS. To realise the ambition of being "bold, modern and unique", the team selected the self-adhesive film **ColourShift ASLAN SE 70** – a transparent, dichroic glass decoration film with a fascinating colour-shift effect.

The special feature: depending on the light incidence and viewing angle, the self-adhesive film changes its colour shades. This dynamic quality perfectly reflects the urban, energetic character of UNVRS. Using the cutting machine Summa S3 T140, the self-adhesive film was cut with millimetre precision and applied by Rheinpiraten's signage experts across the entire shop window front.



## The result

A cohesive, high-impact brand environment. Since the installation, the store in Bad Honnef has become a true eye-catcher. The shimmering colours draw in passers-by, while the window design feels contemporary, fresh and vibrant – clearly setting UNVRS apart from traditional fast-food stores and takeaways. The external appearance underscores the brand core: young, bold, and different.

## Conclusion

The UNVRS Bad Honnef project demonstrates how ASLAN self-adhesive films can transform venues into powerful brand statements. By combining a creative concept, premium-quality self-adhesive film and precise execution, the result is an exterior presence that captures attention, attracts customers and makes the extraordinary visible.

## Customer testimonials

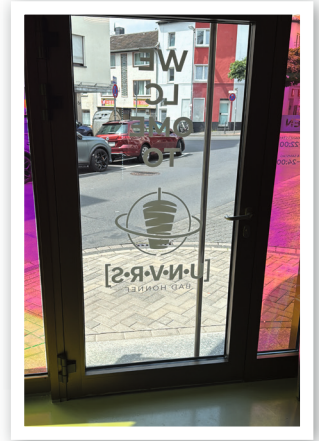


„From day one, we wanted to show that UNVRS is more than just a standard kebab shop. The window design has made exactly that possible – our appearance is unmistakable and customer feedback confirms our decision every single day.“

*Christian Kendzian  
Managing Director UNVRS Bad Honnef*

„For us, the film was the perfect material: easy to process, highly impactful and durable. The colour play in particular creates real excitement and turns the windows into a genuine visual highlight.“

*Niklas Treusch  
Managing Director Rheinpiraten Agency  
Rheinbreitbach*



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

Please contact us

Fon +49 2204 708 80

E-Mail [info@aslanfolien.de](mailto:info@aslanfolien.de)

For more information please visit

[www.aslanfolien.de](http://www.aslanfolien.de)

**ASLAN**<sup>®</sup>  
EXPERTISE IN SELF-ADHESIVE FILMS



ASLAN Selbstklebefolien GmbH | Oberauel 2 | 51491 Overath | Germany