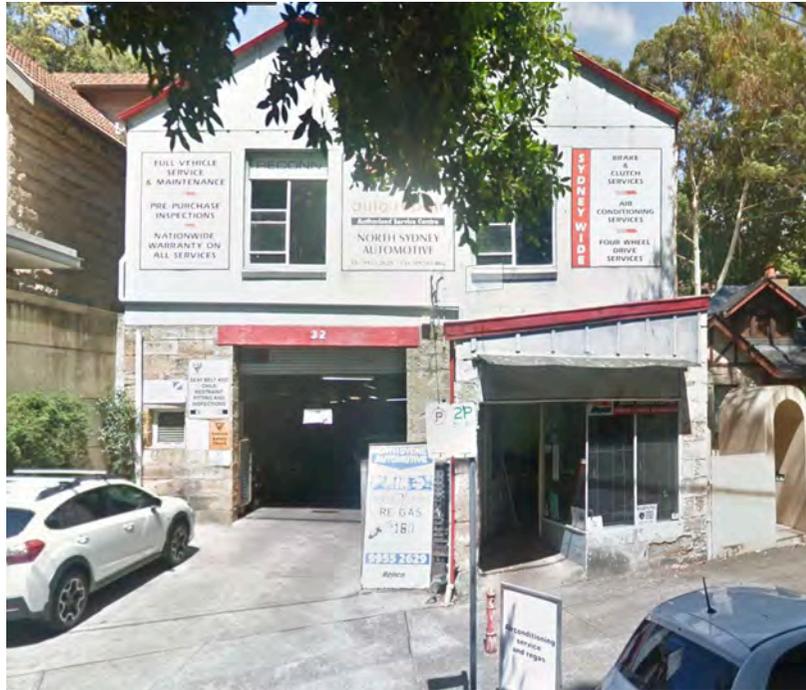


# Coloraction

INTERNATIONAL PTY LIMITED

## CASE STUDY - North Sydney Automotive Workshop



BEFORE



AFTER

### COLOUR RATIONALE

As this is an auto repair business it is important to use colours that show up immediately to attract clients as it is on a fast moving road.

The colours were chosen from the traditional range so that they don't date and appear to make the property look bigger and promote an impression of quality and professionalism. These traditional colours were chosen, not only to enhance the architecture but also to hide the growing traffic soilage and ever advancing UV fading factor.



BEFORE

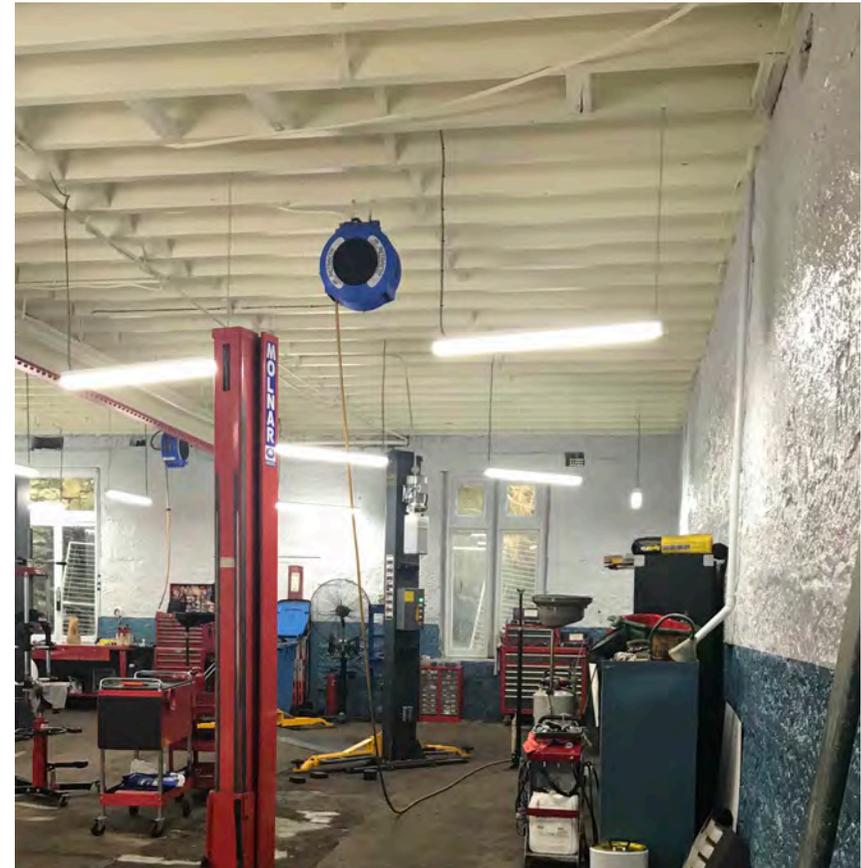


AFTER

|                         |   |
|-------------------------|---|
| <p>COLOUR RATIONALE</p> | <p>For the Front Entry we used the highest vibrational energy of red. soilage and ever advancing UV fading factor.</p>  |
| <p>PAINTS</p>           | <p>Top of walls <i>Weathershield Teal High Gloss</i>;<br/> Downpipes &amp; other structures which need to blend in <i>Weathershield Brown Stone High Gloss</i>;<br/> Front Entry areas <i>Weathershield Symphony Red</i>;<br/> Windows and signage base <i>Weathershield Vivd White</i></p> |



BEFORE



AFTER

|                                |   |
|--------------------------------|---|
| <p><b>COLOUR RATIONALE</b></p> | <p>Intricate visual support for the constant work being done on vehicles by the engineers is so vital which is why we increased the light level by painting a pure white colour over the black ceiling and half of the side walls.</p> <p>The mechanics were delighted with the support of the new light level in order to do their job and mentioned they felt happier and fresher to carry out their work better.</p> |
| <p><b>PAINTS</b></p>           | <p><b>Paint:</b> <i>Dulux Vivid White, Dulux Teal</i></p>   |



27<sup>th</sup> December 2018

Firstly, I would like to thank Anjel for her professional advice with the new colour design that she created for the exterior and interior of our workshop and office space at North Sydney Automotive. We are all so delighted with the end result.

We have had so much positive feedback. Our customers have been pulling up in front of the workshop just to comment on how magnificent the building now looks. We are also getting phone calls from clients who say what an amazing difference it has made – it's really boosted the business image.

As well, the increase in the light levels inside the workshop have enhanced my staff's performance all round. The mechanics have said they can see everything much better and their concentration has improved greatly. In general, they are much happier in their work environment.

Anjel's colour response technology logic, inspiration, experience and enthusiasm has been such a great investment. I would have no hesitation in recommending Anjel to anyone needing expert advice and support with design and colour for any commercial or residential project.

Avi Goldstein

Business Owner

A handwritten signature in blue ink, appearing to read 'Avi Goldstein', is written over a faint, light blue circular watermark or background.