

# NONSTOP RECRUITMENT

## CASE STUDY



Unit 4C, Birches Industrial Estate  
Imberhorne Lane, East Grinstead  
West Sussex, RH19 1XZ  
+44 (0) 1342 311858  
[hello@vinylimpression.com](mailto:hello@vinylimpression.com)  
[www.vinylimpression.co.uk](http://www.vinylimpression.co.uk)

# PROJECT OVERVIEW

NonStop Recruitment describe themselves as one of the fastest growing recruitment agencies in Europe who aim to connect the best talent with employers in the pharma/ medical, chemical, technical and digital sectors.

NonStop recruitment is headquartered in Switzerland but has offices in London, Portsmouth, Prague and Pardubice. NonStop recruitment contacted us at Vinyl Impression to ask for our assistance in rebranding their offices in Central London.

In collaboration with the NonStop, our in-house creative team designed a range of graphics based on brand assets, including a circle, water drop and a cross as well as their logo. The first product we produced was a 3D logo that was made from a 10mm thick foamboard that was mounted on to their wall with a self-adhesive tape. Also in this area, we installed a set of three print and cut graphics that highlighted the company's three key phrases: Develop, Grow and Succeed. These words were also accompanied by their symbolic shapes.

Not far from this space in the office is a group of meeting rooms that required some glass manifestation to comply with building regulations. As a result, we produced a frosted design that utilised and showcased their circle, water drop and cross. We repeated this design at two levels on the glass in order to meet regulations for window graphics.

Finally, in another part of the office the NonStop team wanted to create an interactive surface that the teams could use to record key bits of information. We achieved this by printing an original design onto self-adhesive vinyl and then covering the material in a clear dry wipe laminate. In addition to the large key wall, we also created a series of printed dry wipe graphics in the shapes of light bulbs that were applied to other key spaces around the office.



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## SERVICES

- Consultancy
- Site survey
- Production and installation

## MATERIALS

- Permanent vinyl

## PRODUCTS

- Custom Whiteboard Vinyl
- Frosted window graphics
- 3D Logo
- Print & Cut Wall graphics



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# THANKS FOR YOUR TIME

## LET'S TALK

**ED CURRER**

07947 753255

01342 311858

[ed@vinylimpression.co.uk](mailto:ed@vinylimpression.co.uk)

[www.vinylimpression.co.uk](http://www.vinylimpression.co.uk)

