



CLIENT: CRUISER YACHTS

INDUSTRY: MARINE

PROCESS: TEXTURED PATTERN - BACKLIGHTING -
THERMOFORMING

SOLUTION: THEME

OBJECTIVE

Develop a concept that looks modern and that has never been done in the nautical industry.

CHALLENGE

The main challenge was to combine different processes and materials in order to create the specific look the designer had in mind. It started with a honeycomb pattern and, depending on the area it needed to be applied on, it had to be combined with specific finishes and textures. In addition, in some specific areas, we had to combine an aluminum look and feel with a backlighting effect.

SOLUTION

BCH Image developed two new processes: one being the addition of aluminum to a formed chrome and the other one being the integration of a backlighting effect to an aluminum overlay. This proves again that BCH has the ability to innovate and to work as a partner with its customers to develop new looks and new finishes.