



**CLIENT:** YAMAHA MOTOR CORPORATION

**INDUSTRY:** RECREATIVE

**PROCESS:** TEXTURED PATTERN

**SOLUTION:** DASH PANEL

## OBJECTIVE

Offer a cost-effective upgrade to the current standard switch panel.

## CHALLENGE

Not only did the solution had to provide added value, it also had to be cost-effective, had to meet Yamaha's quality control requirements and, more importantly, their strict tolerances.

## SOLUTION

Working closely with the engineering team, our team started by developing a cost-effective graphic concept that would add value to the console, highlight the brand and meet Yamaha's graphic requirements. In order to do so, we took advantage of our unique textured pattern solution. We were therefore able to add depth and richness to the part at little extra cost. Once the concept was pre-approved, we had to demonstrate that we could meet Yamaha's quality control requirements and tolerances. To this effect, we carried out a PPAP and shared the data with the quality team. As a result, they knew we could supply high-quality parts on a regular basis. Thanks to its design team, its unique textured pattern solution and its high-quality system, BCH Image was able to live up to Yamaha's expectations.