

# TEXTURED OVERLAYS TO COMPLIMENT A DESIGN



**CLIENT:** YAMAHA

**INDUSTRY:** MARINE

**PROCESS:** TEXTURED PATTERN

**SOLUTION:** DECORATIVE ACCENT

## OBJECTIVE

Find a graphic solution that will add visual interest and perceived value to interior finishes in various areas inside the boat.

## CHALLENGE

In addition to meeting the physical requirements of adhering to the curved surfaces of the boat's fiberglass interior components, the suggested approach had to represent a cost-effective solution that would enhance the established graphic branding, that would withstand UV rays, the weather and cleaning solvents.

## SOLUTION

To add visual interest and to support the boat's color theme and finishes, BCH developed a solution that would mimic the texture and color of the boat's upholstery, while blending seamlessly with the graphic theme selected by Yamaha's design team. Then, BCH chose a thin material that was flexible enough and yet rich enough to get the finish and the look that would be up to Yamaha's standards. Using their unique textured pattern solution, BCH Image was able to develop a rich overlay that adds depth to Yamaha boats.