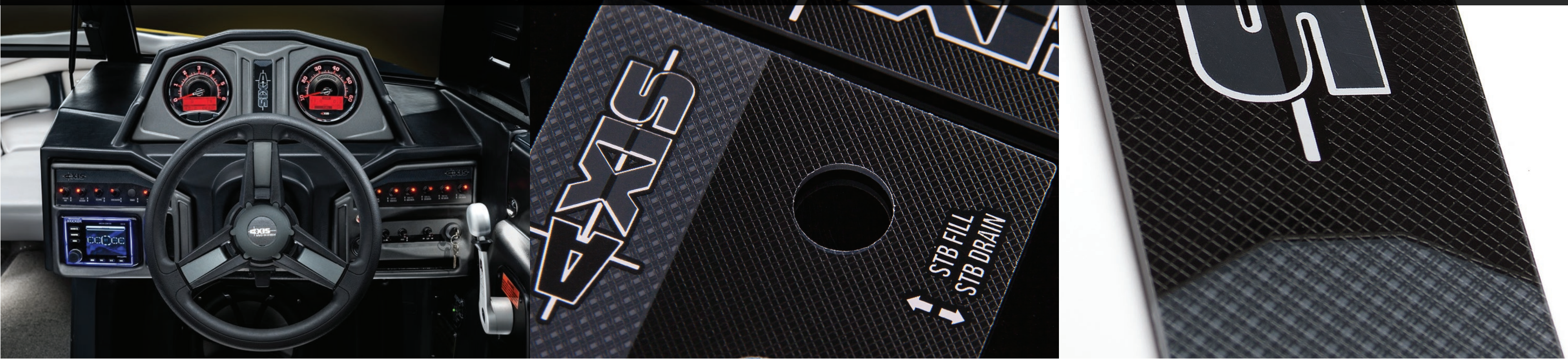


SWITCH PANELS AND DECORATIVE ACCENTS TO CREATE A NEW LOOK



CLIENT: MALIBU BOATS

INDUSTRY: MARINE

PROCESS: TEXTURED PATTERN

SOLUTION: DECORATIVE ACCENT

OBJECTIVE

Integrate branding and a new finish to the boat to complement the console.

CHALLENGE

The main challenge was to match the colors and the style of the boat and, more importantly, to develop parts that would meet Malibu Boats' standards from a design standpoint.

SOLUTION

To complement the boat's colors and style, we used a sample that was given to us by Malibu Boats. Therefore, not only were we able to look at the boat as a whole, we were also able to match some of the existing colors. We then worked closely with the design team to come up with a texture and a finish that fitted with the console and added perceived value to it. Using its unique textured pattern solution, BCH Image was able to develop switches and decorative accents that stood out and were highly durable.