

PARAGON HELPS MORPHOS DELIVER A TASTEFUL PROJECT FOR MANASSEN FOODS.

ARCHITECTURAL FINISHING FILM - AN ECONOMICAL AND SUSTAINABLE ALTERNATIVE TO TRADITIONAL RENOVATIONS



CASE STUDY #102

Morphos, an industry leading fit out and refurbishment business, looked to gain a solution from PARAGON on a cost-effective way to improve the Eastern Creek location for Manassen Foods. Manassen Foods is a socially responsible grocery import and distribution company with a national network servicing over 5000 retail outlets Australia wide. PARAGON wanted to provide them with a durable product that was not going to disrupt their day-to-day operations. Architectural Finishing Film was a perfect solution to achieve the design goals of both Morphos and Manassen Foods.

CHALLENGE:

PARAGON was tasked with refreshing dated joinery and countertops in multiple areas by providing an environmentally friendly, cost-effective alternative to conventional refurbishment methods. Working within a very tight timeframe (1 week) alongside multiple other finishing trades performing other tasks, Paragon had their work cut out.

Choosing the right solution that was readily available in Australia but also provided the right aesthetic outcomes was paramount.

PRODUCTS USED:

BREAK AREAS: dark timber grain upper cupboards, white marble bench top, blue/grey timber grain lower cupboards.

LARGE UTILITY AREA: dark timber grain uppers, satin white bench top, ends & lower cupboards.

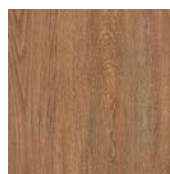
LARGE KITCHEN: dark timber grain uppers, white marble bench top & satin white lower cupboards.

BOARD ROOM AND MEETING ROOM DESKS: satin white tops.

SOLUTION:

The product PARAGON chose to use on this project was Coverstyl' Architectural Finishing film (by Solar Screen) due to its extensive colour patterns, durability, and cost-effective nature - being up to 70% cheaper than traditional renovation methods. PARAGON was able to re-skin and update all the existing cupboards and benches in the time frame provided to give them a fresh lease on life.

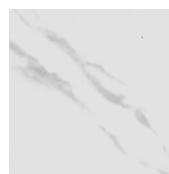
Both Morphos and Manassen Foods were amazed by the transformation in such a short period of time. The amount of landfill generated in the project was also dramatically reduced using this solution by not demolishing the existing cabinet units and benchtops.



F5 DARK OAK
STRUCTURED



AB05 BLUE EBONY



NE31 MAT WHITE
MARBLE