



THE FUTURE

BUILDING RE-IMAGING

Building Re-Imaging is the process of restoring a building's dated façade and/or updating failing or damaged materials such as spandrel and view glass, window framing, concrete/aggregate, metal panels and other materials that make up the exterior building envelope of older structures.

Not only can these surfaces be saved from the landfill, they can be made to look better than brand new materials by using crisp, color-critical printed designs, and even hand-painted murals. These are only a few of the virtually endless options you have for restoring and *reimagining* your property.

In this white paper I will argue in favor of re-imaging in lieu of other more expensive and disruptive alternatives.

First, I would like to introduce my company, which is made up of some of the most skilled and professional staff members in the business. It has taken many years to establish a team of this caliber, of which I am very proud.

Brad Campbell
CEO | Campbell Corporation



Celebrating 30 Years in Business!

4-Time 3M Dealer of the Year





bloomingdale's

CBRE



AMGEN

CommonWealth
partners

PMRG



Our Headquarters
in Huntington Beach, Ca

16321

CAMPBELL
WINDOW FILM

CAMPBELL
WINDOW FILM



CAMPBELL



Our Highly Skilled Team of Experts are Here to Serve You

FAÇADE RE-IMAGING

In this white paper:

- ▶ What Is Façade Re-imaging?
- ▶ Benefits
- ▶ Case Studies
- ▶ The Technology & Process
- ▶ How Long Does It Last?
- ▶ How Much Does It Cost?
- ▶ How To Get Started



WHAT IS FAÇADE RE-IMAGING?

Reimagining!

- ▶ AKA: Building Wraps
- ▶ AKA: Façade Resurfacing
- ▶ AKA: Building Envelope Modernization
- ▶ Changing the Image/Perception
- ▶ Started with spandrel repair...
- ▶ ...then mullion repainting...
- ▶ ..and weather sealing...
- ▶ ..and now full bore re-imaging!

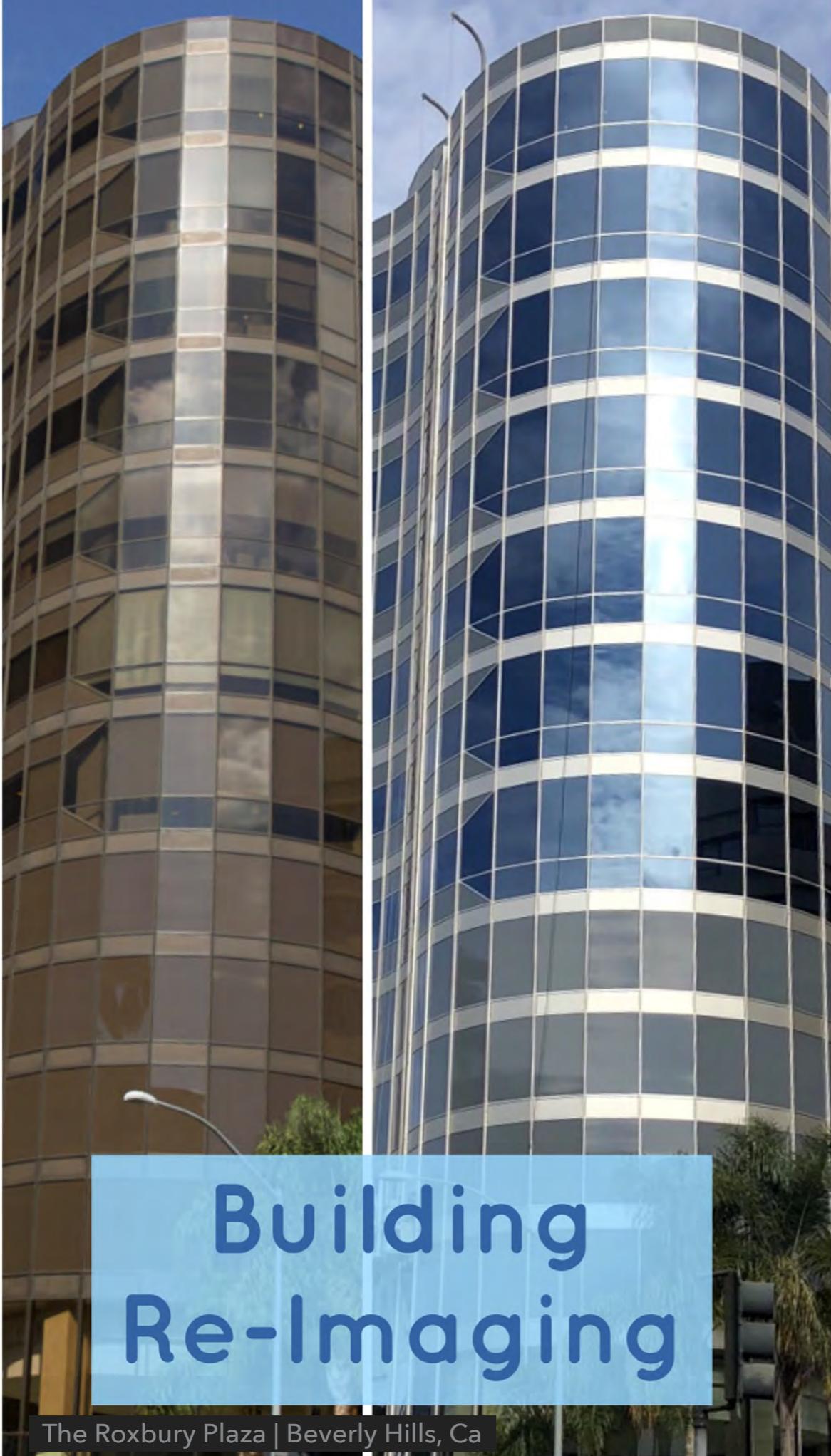


BENEFITS

- ▶ Refresh and Reestablish
- ▶ Attract Young Tech
- ▶ Increase Occupancy
- ▶ You're a Thought Leader
- ▶ Compete with New
- ▶ Command Higher Rates
- ▶ Energy Efficiency/ LEED
- ▶ Increase Property Value
- ▶ Very Low Disruption



Case Studies



Ontario Corporate Center, Ca



2525 MAIN
Irvine, Ca



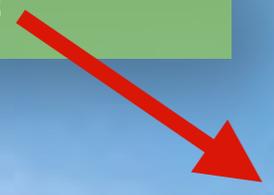
Building Re-Imaging

The Roxbury Plaza | Beverly Hills, Ca

CASE STUDY #1: SAN JOSE, CA

Owner wanted to change the burgundy and pinkish colors scheme to a more modern look.

Original colors



Use your keyboard down arrow key to see the building change to the various options presented to the client.

Original

Use your keyboard down arrow key to see the building change to the various options presented to the client.

Beige

1735

Use your keyboard down arrow key
to see the building change to the
various options presented to the client.

Blue & Gray

1735





Dark Gray and White
(Chosen For Project)

1735



During transformation



1731

During transformation



During transformation



During transformation

Final Result

1 of 2 towers shown



CASE STUDY #2: ONTARIO, CA

Owners needed to cool the overheated spaces because the HVAC system could not keep up with the heat load. Additionally, a new modern aesthetic was desired. Campbell installed our exterior Sterling Silver 20 glass resurfacing film, which dramatically cooled the tenant spaces, increased occupancy, and lowered utility bills. The HVAC system is now able to keep up with the now-reduced heat load.

Before



After



Before

After

During transformation



CASE STUDY #3: LOS ANGELES, CA

Owners wanted to repair the failing spandrel glass and brought Campbell in during the consulting phase. These mock ups are for representative purposes only. The actual design varied. Use your keyboard down arrow to see color options.





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CYPRESS POINT



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CYPRESS

**CASE STUDY #4:
IRVINE, CA**

The desire was a completely different look to help this Irvine California property blend in with the rest of the neighborhood. A light gray spandrel resurfacing color was chosen.

Before



AFTER



OSI CONSULTING

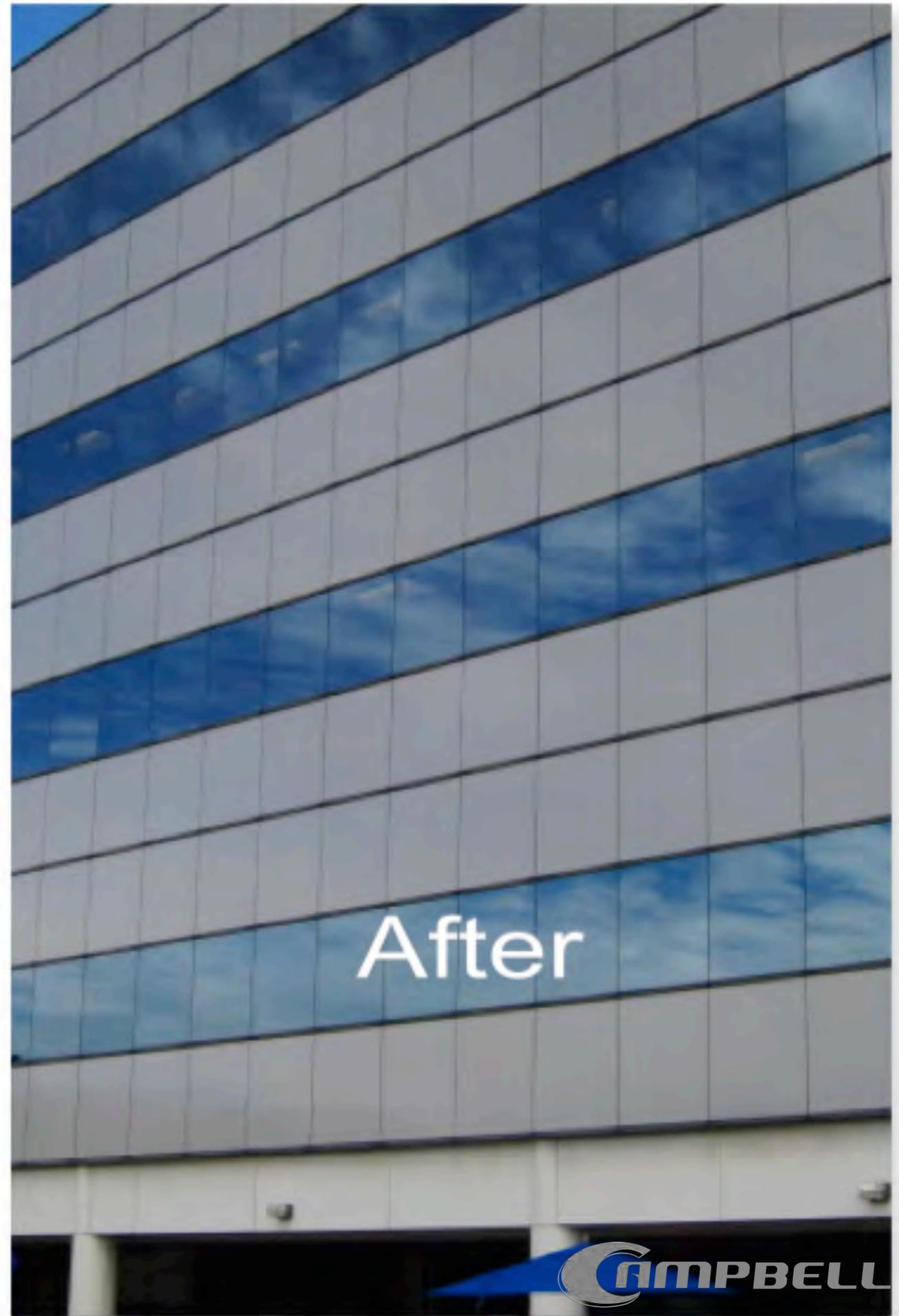
VERIFY

JLL

For lease

2525 Main Street

CAMPBELL





6 Years Post Installation

Still in excellent condition
compared to the original
material color sample.

CASE STUDY #5: CULVER CITY, CA

Tower 1

This 2 tower office complex needed solar control window film to cool tenant spaces and lower air conditioning expenses. There was also spandrel glass failure that required resurfacing. During the consulting phase several patterned and solid color options were considered. As you scroll down you will see the mockups, followed by the actual installation and before/after photos.



Tower 1



Tower 1



Tower 1





View Glass

Spandrel

Concrete

Tower 1

BEFORE

ANTIOCH

Tower 1

AFTER



Tower 1



Tower 2

BEFORE



Tower 2

Tower 1

AFTER

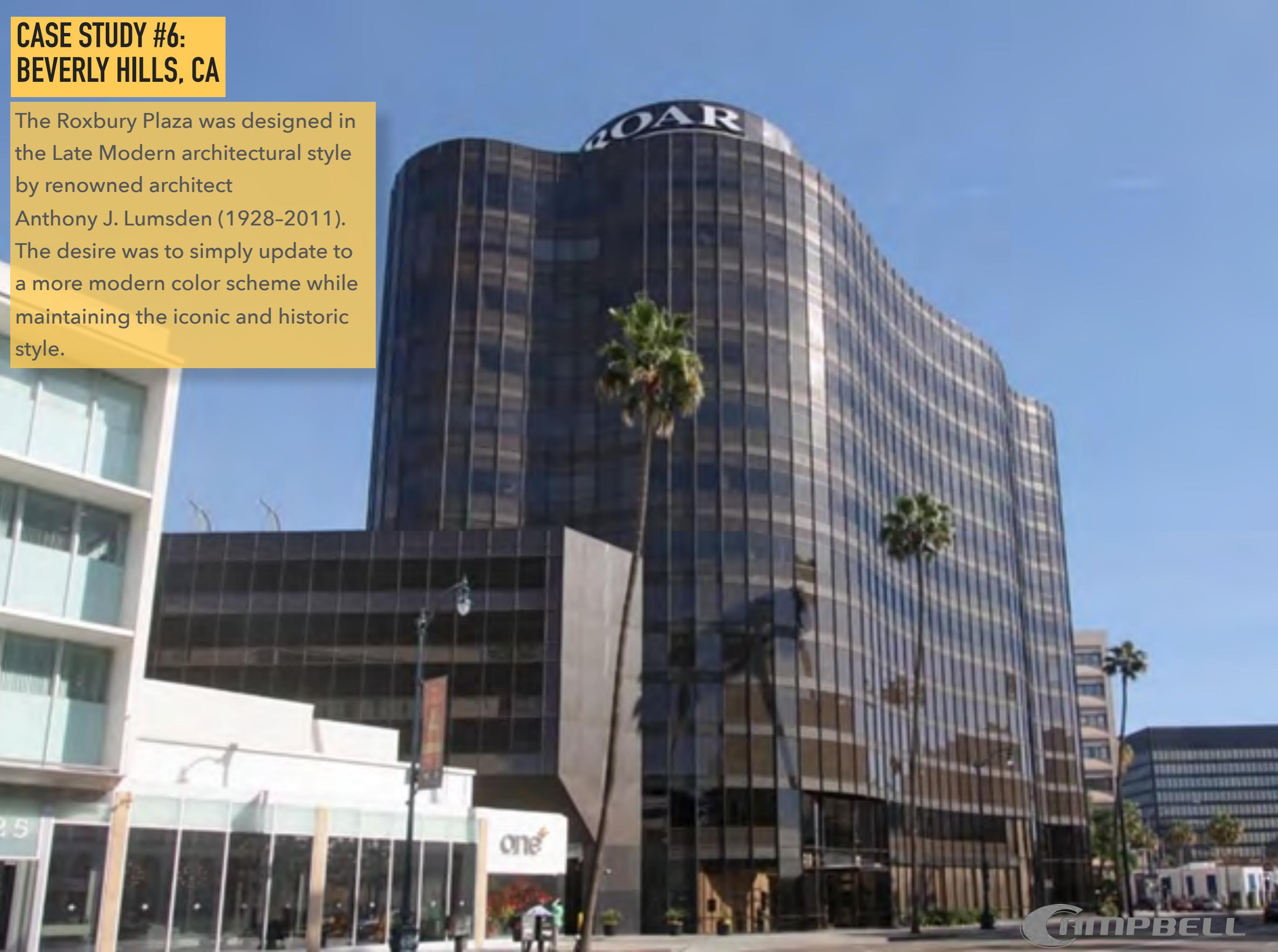
Tower 1

Tower 2



CASE STUDY #6: BEVERLY HILLS, CA

The Roxbury Plaza was designed in the Late Modern architectural style by renowned architect Anthony J. Lumsden (1928-2011). The desire was to simply update to a more modern color scheme while maintaining the iconic and historic style.



Test panel phase

Test panel phase

Test panel phase

Test panel phase



Actual installation



Actual installation





Actual installation





Actual installation





Actual installation



Original Glass Color



CWF Steel Blue





**Building
Re-Imaging**

Final Result

Technology

&

Process



Multiple technologies are installed simultaneously on most projects. All coordination and access equipment are handled by us, and the entire process is turn-key.



The Technology & Process

We've integrated the most technologically advanced exterior coatings into our process.

- ▶ Spandrel coating from aerospace
- ▶ Paint - Theme Park
- ▶ Concrete and Stucco Repair/Paint
- ▶ Glass to Metal Framing Sealing
- ▶ Metal Frame to Concrete Sealing
- ▶ Metal to Metal Frame Sealing
- ▶ Exterior Window Film | Many Colors
- ▶ Endless Paint and Spandrel Colors



Theme Park Paint
Irvine, Ca



The same durable
Theme Park Paint
that is used on hand
railings...



...and on roller coaters.



Mesh-wrapped scaffolding protects the environment and adjacent properties from overspray.



How Long Does it Last?

Exterior material technologies have made huge leaps forward in terms of performance and longevity in recent years.



In many cases, clients will want the aesthetic changed every 5-7 years to keep the building fresh and relevant.



Building re-imaging is designed to be flexible, and accents can be changed to reflect and celebrate seasonal change, or to promote a product launch or major event.

How Much Does It Cost?

Up to
15 x
Less



...than re-cladding,
an exoskeleton....



...or re-glazing.



How To Get Started?

We have a complete in-house design team that understands the material options and limitations. This field, and the complex process, is our specialty.

The first step begins with a phone call to speak with one of our building re-imaging specialists. We look forward to exploring the possibilities with you.
800-580-9997

