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
3M™ Window Films

National Dealer of the Year

Campbell Window Film

2018
3M™ Window Films
Large Commercial Certification
Demonstrated the ability to navigate and manage large commercial projects and has completed the required training to receive this certification from 3M™

Campbell Window Film
Our Headquarters
in Huntington Beach, Ca
Our Highly Skilled Team of Experts are Here to Serve You
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!
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
CASE STUDY #1: SAN JOSE, CA

Owner wanted to change the burgundy and pinkish colors scheme to a more modern look.
Use your keyboard down arrow key to see the building change to the various options presented to the client.
Use your keyboard down arrow key to see the building change to the various options presented to the client.
Use your keyboard down arrow key to see the building change to the various options presented to the client.
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.
After
During transformation
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.
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.
6 Years Post Installation
Still in excellent condition compared to the original material color sample.
CASE STUDY #5: CULVER CITY, CA

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.
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
Actual installation
Original Glass Color

CWF Steel Blue
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