



METALLIX  
GREENVILLE, NC  
CASE STUDY



## BRAND EXPERIENCE

Our client Metallix was interested in incorporating branding in the workplace— branding within the workplace is an important aspect of interior design. It promises a certain quality of experience. The better the branding campaign, the more likely potential talent and customers will be interested in what our client has to offer, and be drawn to their business.

We created a more cohesive brand experience in our client Metallix's office and gave their business a competitive edge in the marketplace.





## LOYALTY

A great brand leads to a strong reputation and strong credibility. We understand branding is about creating a community around our client's business. Incorporating branding into interior design will give stakeholders a sense that they are part of something bigger.

Using graphics, company colors, and logos reinforced community and a loyalty to the organization at Metallix. By incorporating these interior design elements, we significantly improved not only the look of the workplace, but also how people feel when they walk into their business.





## THE METALLIX PROJECT

In a recent project for the precious metals refinery company, Metallix, we assisted the company create a workplace that not only spoke to their industry, but also subtly incorporated their brand into the design.

The design utilized brand colors, logos, as well as custom wall coverings to bring a branded feel to an otherwise plain office.

Our team worked hand-in-hand with the marketing team of Metallix in order to capture their ideal space.





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