



INSPIRING SPACES

TRAINING ROOM

Transforming Headquarters into Dynamic Workspace

Challenge

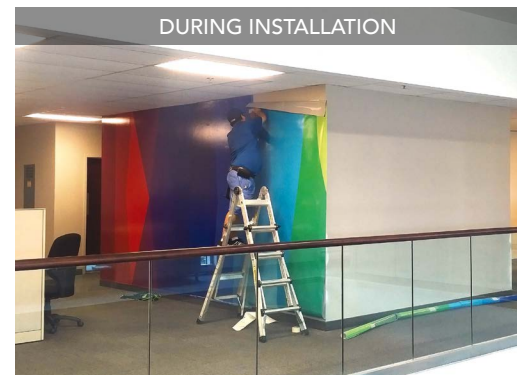
When a German multinational engineering and technology company known for its vibrant and colorful image opened its Mississauga headquarters, they found employees uninspired by its standard beige walls. Bosch Canada needed a creative imaging firm to reflect an energetic, multi-purpose office environment to match the company's vivacious branding. To make it more appealing to employees, clients, and vendors, Bosch gave **One Imaging Inc. (OII)** the task of transforming its office walls from drab—to dynamic.

Solution

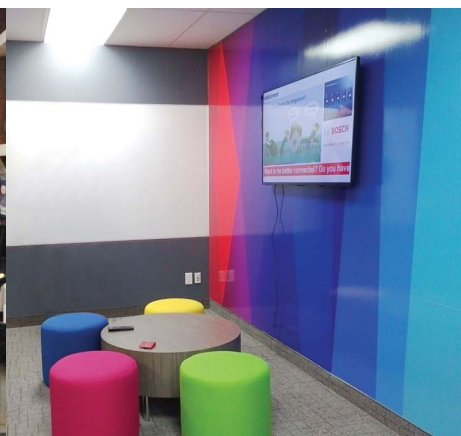
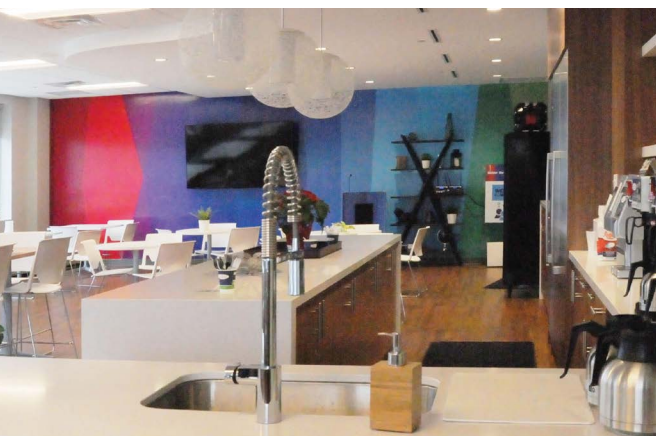
Working with Bosch's team in Germany, **One Imaging** sprang into action by identifying what the company needed to pop. We decided to highlight the company's more than 100-year history of making automotive parts, feature newer product offerings like power tools, as well as lay out safety standards. Our creative team swiftly rolled out custom printed wall coverings to drive awareness of the company's successes, impact on history's firsts, record on safety, and cool visual features to attract visual interest from visitors and staff. The biggest challenge—and the most fun—was designing a showroom to showcase current products, such as household appliances, auto parts, and Thermotechnology. And all within a tight timeline and budget.

Our One Imaging creative team developed and delivered:

- high-quality, large format, wrap around vinyl wall coverings
- transparent vinyl material on glass to spice up the lobby
- distilled down a 24-page slideshow into 6 visually dynamic warehouse hanging banners featuring safety protocols
- full room wrap incorporating the Bosch rainbow branding and tagline into the training centre design
- meeting room wall graphics white board that allows free flow ideas & solutions, boosting staff creativity during brainstorming
- floor to ceiling, extra wide 16 ft output to eliminate any seams
- consistent colourful branding to the glass railing of the lobby stairs and glass fire curtain above, the cafeteria wall and podium, as well as a semi-circular panel to create a visual interest and cover up empty space



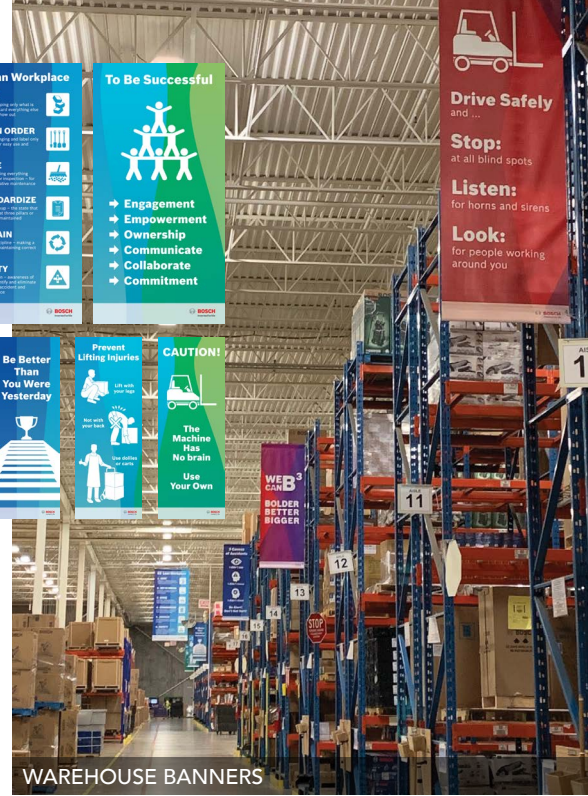
DURING INSTALLATION



AFTER INSTALLATION

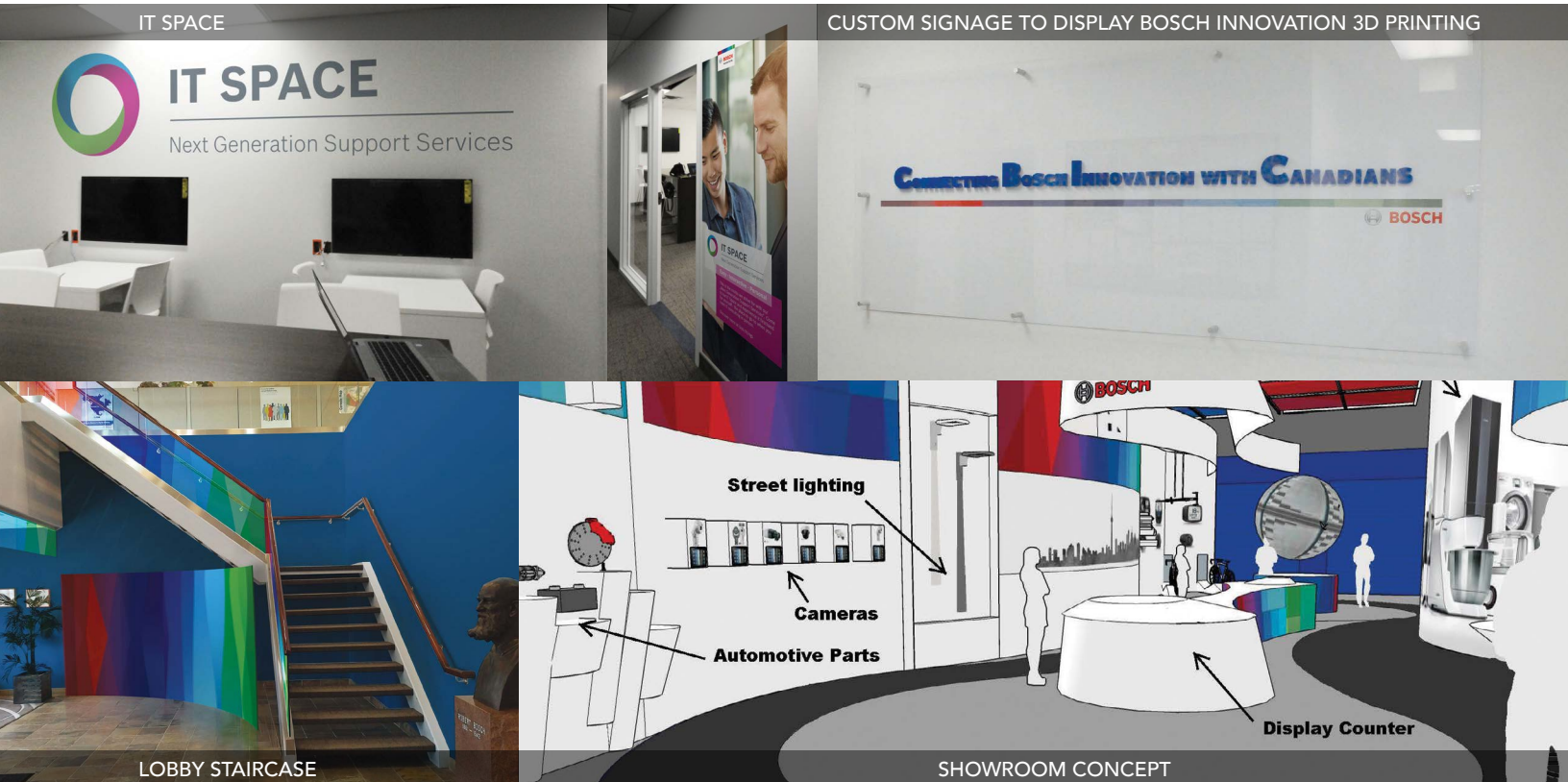
In addition, One Imaging was given two more challenges it met:

1. Display Bosch 3D printed letters from their new product line of 3D printers. The challenge was that the letters had to fit on a 4 ft x 8 ft piece of plexiglass. We created a full-scale template to lay out the letters, cut them from a styrene sheet, and glued the letters precisely spaced, and in a perfect, straight line. To protect it from walk by traffic, we added a clear acrylic sheet on top that could easily be removed to dust the letters.
2. Conceptualize a new Bosch Showroom using the warehouse—with temporary walls to change up displays. We built a sub floor to allow cables to run various interactive screens and displays. The curved walls display various Bosch products—from automotive, to lighting, security cameras, ebikes, appliances, to a fully functioning café for staff and visitors. The black curve road carpet leads guests through the history of Bosch from its beginnings, to being a global leader in every manufacturing sector.



"We need a supplier who can turn around print and digital marketing materials on a dime. That's why we count on One Imaging to support our company's branding and messaging needs. They consistently show up with innovative, cost-effective, professional solutions, deliver on time, and in such vibrant, fun, inspiring ways."

JP. Bosch Canada



Contact Shirley Zerfas
416-804-8642
Shirley@oneimaginginc.com

