



Fascia
Graphics

Bath Road Industrial Estate, Chippenham, Wiltshire, SN14 0AB, UK
LIMITED® T: +44 (0)1249 460606 F: +44 (0)1249 460404 email: sales@fasciagraphics.co.uk



Case Study

Background

Sunseeker is one of the world's pre-eminent luxury motoryacht manufacturers. The company has designed and manufactured luxury motoryachts for over 40 years - exporting globally from its base in Poole in Dorset, where it now employs over 2,300 people. Sunseeker is a world class brand and is renowned for its quality, speed, style, grace, space and luxury.

The company has won numerous Queens Awards for Export and the Queen's Award for Enterprise in 2007

Sunseeker and Fascia Graphics

Fascia Graphics contacted Sunseeker in 2008 to see if there were any areas the company could benefit from Fascia's expertise in manufacturing membrane keypads and graphic overlays. This led to a first order placed in 2009 when a Sunseeker customer requested an addition to the existing electrical system, which required an HMI touch screen.



Tim Bradley from Sunseeker commented:

"We wanted to provide the HMI with an overlay that didn't hinder its operation, yet looked at home on a luxury yacht. Although we use other suppliers in the market, they were unable to provide a specialised overlay of this type, so Fascia's track record in working on bespoke products led us to place an order for 10 units."

The Product

Sunseeker required a flat black overlay for a 7" touch display. Fascia supplied the overlay using Autoflex polyester with 3M's 467 adhesive applied to all areas apart from the display window.

Tim Bradley concluded:

"Fascia's recently developed chrome ink technology was also ideal for providing a bright metallic finish to the Sunseeker logo on the overlay."

"Whilst the project was run over approximately six months, I was impressed by Fascia's prompt, no nonsense service. They supplied the product right first time and to the highest standards. This may have been a bespoke and small order, but we expect to work with Fascia in the future in finding solutions to customer requirements."

