



Volvo Cars
Parramatta

www.vertilux.com.au



Overview

Location: 23 Church St, Parramatta
Distributor: BMC Commercial
Product: OneBlinds
System: Motorised
Qty: 4

“At Volvo Parramatta, OneBlinds were installed using our Status 5% Transparent sunscreen fabric to effectively protect stock in their showroom without compromising aesthetics to realise their architectural vision.”

Objective

To create a modern and comfortable automotive showroom/environment to assist in the customer journey that reflects the sophistication and innovation synonymous with the Volvo brand.

The Solution

The primary challenge at Volvo Parramatta was to cover a vast space without compromising aesthetics. Motorised OneBlinds emerged as the ideal solution, seamlessly addressing the need for expansive coverage while preserving the visual appeal of the showroom.

The design philosophy prioritised a cohesive visual experience, eliminating multiple blinds and light gaps within individual mullions. Our discreet yet powerful OneBlinds executed this objective with precision. Equipped with our Status 5% Transparent sunscreen fabric, enabled light optimisation at the touch of a button to showcase Volvo’s latest models to provide a comfortable and engaging experience for customers, redefining the automotive showroom experience.

