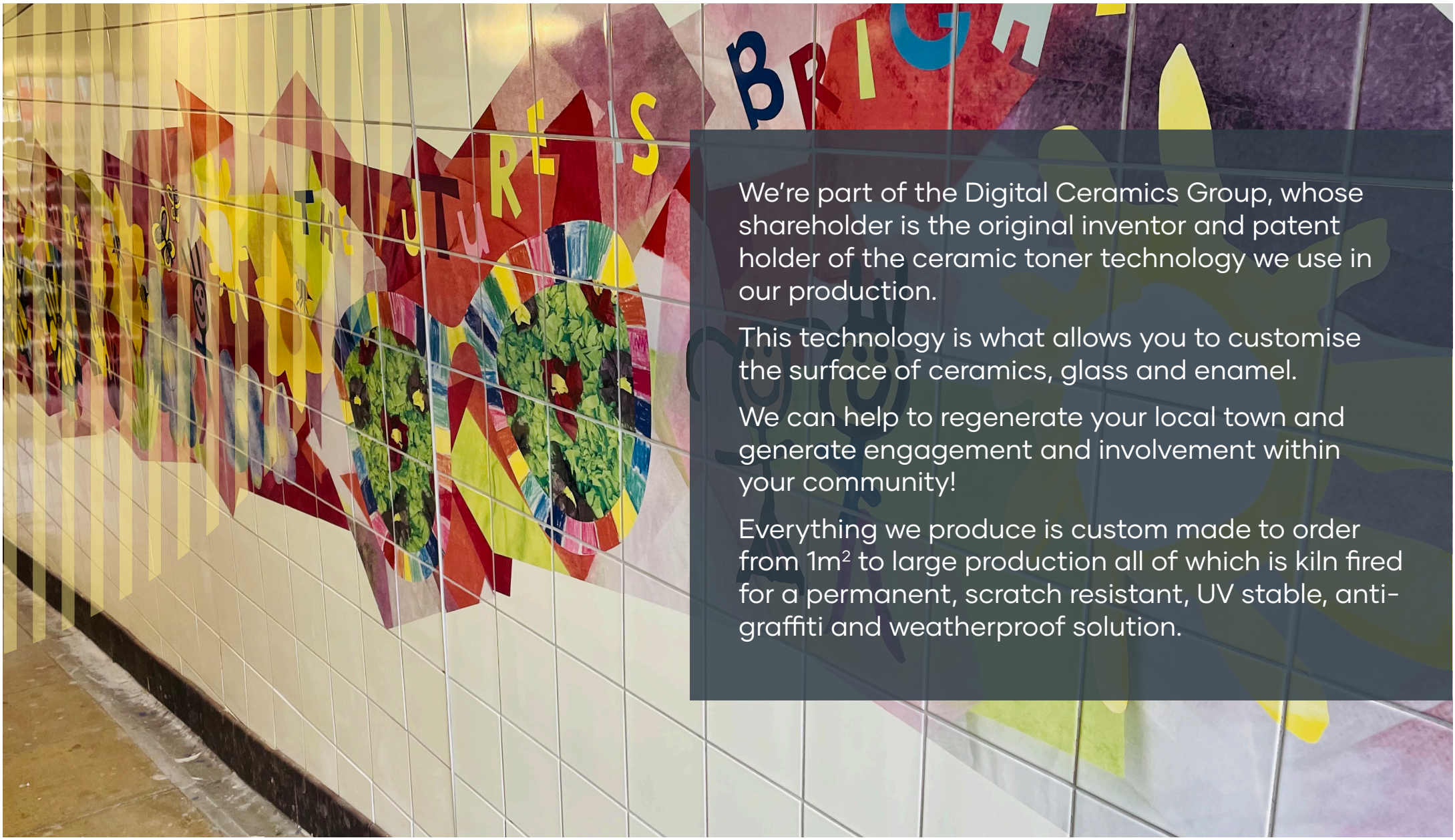




DIGITAL
CERAMICS
CUSTOM TILES

TRANSFORM YOUR TOWN!

PARTNERING WITH YOU TO CREATE INNOVATIVE DESIGN SOLUTIONS



We're part of the Digital Ceramics Group, whose shareholder is the original inventor and patent holder of the ceramic toner technology we use in our production.

This technology is what allows you to customise the surface of ceramics, glass and enamel.

We can help to regenerate your local town and generate engagement and involvement within your community!

Everything we produce is custom made to order from 1m² to large production all of which is kiln fired for a permanent, scratch resistant, UV stable, anti-graffiti and weatherproof solution.



OUR PROMISE TO YOU

Achieve impactful results
whatever the budget

Increase footfall to your town

Bring artwork and stories to life

Transform community spaces

Provide an innovative approach



**"FOOTFALL
INCREASED BY AN
AMAZING 25%."**

Actinomycetes are a group of bacteria that live in soil and which although invisible to the naked eye, are often noticeable as they give soil its distinctive smell. They also commonly also commonly produce antibiotics that kill other bacteria.

A section of a grain of pollen. Pollen is a fine yellowish powder that is transported from plant to plant by animals and wind. The spread of pollen allows plants to reproduce so it is very important for the continuation of lots of plant species, but it can bring misery to allergy sufferers. Some species create pollen that can be carried by the wind alone. These species produce much higher amounts as wind dispersal occurs in a random manner, which reduces the likelihood of one pollen grain landing on another flower of the same species. For this reason their pollen is more easily inhaled by humans.

This background was made using a low magnification image of a water sample from the park.

THE PROOF IS IN THE PRINT

THE BRIEF:

To renovate one of their underpasses to the town centre.

The underpasses over time became quite dirty, smelly and uncomfortable places to walk through, which dramatically affected footfall to the town centre.

THE SOLUTION:

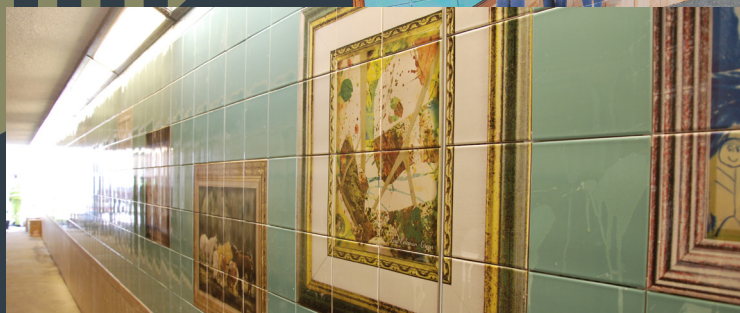
The Council commissioned the DC Custom Tiles to produce and install new tiles to the internal and external walls of the underpass. Local artists and community groups were invited to work with the team on brightening up the underpass and provided artworks based on a 'Now and Then' theme, reflecting the history of Cannock Chase.

THE RESULTS:

Once work was complete, it was monitored for 12 months which showed that footfall increased by an amazing 25%.

"The team were involved in the process from start to finish. They were extremely professional and offered a range of ideas and approaches to the project. Due to this, the transformation was achieved within the allocated budget and timescales.

The innovative approach they offer has really transformed the entry features into Cannock town centre and people still come to visit the town just to see them!" - Spokesperson from Cannock Chase District Council.



Following the success of the transformation, we were brought back in for phase two.

The Mill Street underpass is also a key access point to the town centre and was described as "disgusting" during a survey to residents.

Together with Cannock Council we developed a new concept which would both save costs and generate engagement and involvement with the community. We suggested creating a public art gallery using work from residents.

This had a massive response, again increasing footfall significantly not only from locals, but people began traveling from further afield to look at the public art gallery.

This in turn helped boost the economy as they would stay for something to eat and to shop. It attracted attention from the BBC and gained some great exposure for Cannock.





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Talk to us today and find out how we can transform a project of any scale into an exciting visual experience.

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