



Durasein

Elevating the
retail experience



The Project

Oppo All shops worldwide

- Retail Sector
- Architect : DOMANI
- Application: Reception Counter and Mobile Phone Display Counter
- Material: PM201 Glacier White



The Challenge

Oppo is a Chinese communications company specializing in smartphones, audio devices, and other smart technology. For their newly designed retail spaces, they wanted a reception counter and product display counter that would capture the store's sleek, cutting-edge style.

The Result

DOMANI knew our solid surface material could achieve the clean, modern aesthetic the client was looking for. The ease of forming the material allowed them to create large-scale counters that matched the curved lines in the ceiling and pillars, and the seamless construction gave each fixture a sculptural, fine-art quality that mirrored the brand's product philosophy. Precise fabrication made it possible to display Oppo's products at the ideal viewing angle while making it simple to replace or update them as technology evolves.



Materials

Oppo sees technology as an art form, and using solid surface material in Glacier White from our Timeless Collection allowed them to create a gallery-like environment to showcase their “art.” Focusing customers’ attention on the products while providing a scratch- and impact-resistant surface that stays beautiful despite heavy use.



PM201
Glacier White
Timeless
Collection

Durasein in Retail

In a marketplace crowded with competitors, retail businesses rely on distinctive environments to set them apart. And thanks to the unlimited colors and forms of our solid surface material, Durasein can help even the most imaginative designers achieve whatever visions they may have.

Style is only part of the equation, though. Since a successful retail environment will draw heavy traffic, the space needs to be designed with materials that can stand up to regular use and even abuse, including frequent touching, moving products in and out, and regular cleaning. Our solid surface material fits the bill. Its tough acrylic and natural mineral composition resists scratches, dents, and stains, stands up to chemical cleaners without fading or dulling, and is even naturally anti-microbial, so even the busiest surfaces stay beautiful and inviting day after day.

Sound intriguing? We thought so. Discover all the advantages that our solid surface can bring to retail spaces by visiting us online.

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