

# Petrol PLAZA

## DIBOND® - QUALITY MEETS DESIGN



DIBOND® was specially developed as the world's first aluminium composite material for the display and signage markets: ranging from CI-signage, shop-fronts, canopies, totems, interior signage and shop fitting applications. With the wide range of high-quality surfaces, easy processing and longevity, DIBOND® provides the liberty to communicate unique corporate identities.

In 2012, SOCAR acquired all the shares of Esso Switzerland GmbH and with them the network of 160 Esso petrol stations from ExxonMobil. To access the Swiss market SOCAR founded the Swiss company SOCAR Energy Switzerland and placed an order for the new corporate design with Jung von Matt/brand identity. Westiform produced the prototypes for the illuminating branding elements and provided the first SOCAR petrol station in Zurich with illuminated signage elements.

In addition to the SOCAR roof strap with logo and lettering and an electronic display mast that can be updated remotely, Westiform also delivered facade bands and sheet advertising space. The elements reflect the quality and premium standard promoted by SOCAR. Noteworthy are the surfaces: a flame pattern with high-gloss mirror finish is applied on satin ground. By day (unlit) and at night (illuminated), it is unobtrusive and yet looks alive. Instead of metal sheets, **DIBOND® aluminium composite sheets** were used. This results in flat, wave-free advertising space.


## Contact information


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