



Providing a full-circle brand experience through  
creative collaboration with our clients, we:

CREATE : MANUFACTURE : DELIVER

**We're proud  
of our work**

# Anything is Possible

With workshops spanning over 60,000 sq/ft,  
a team of highly skilled people and a passion  
for delivering the best.

## Our Departments :

- Design
- Print & Signage
- Metal Fabrication
- Carpentry
- Installation & Maintenance

**3:rock**  
Head Office

Design & Brand  
Management

Large Format Print  
& Textile Print

Carpentry &  
Exhibition

Innovation Hub

New Product  
Development

Structural & 3D Design

Metal Fabrication Paint  
& Assembly Facility



# Serving all sectors :

Retail  
Premium Retail  
Hospitality  
Health  
Construction  
Exhibition



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# Retail

- Bueno – Tullamore, Co. Offaly, Ireland
- Signage : Lighting : Joinery



## Bueno

We love treats! And we were delighted to work with Seamus Griffin, one of Ireland's most prominent retailers on his ice cream brand, Bueno. Seeing this new brand come to life and bring something fresh and exciting to this market was an absolute pleasure .... so was the ice cream!

Our joiners produced some fantastic detailing on the counters along with effective lighting and a top class paint finish. Bueno required us to produce a bright, appealing ice cream environment that could be created in a short lead time and on budget.

### Challenge:

Our challenge was to produce a bright, appealing ice cream environment that would appeal to all types of customers regardless of age or gender. The counter also had to function seamlessly to the broad product offer and also be flexible and scalable enough for all types of environment and budget.

### Working together:

The Product Design and Joinery department worked closely to deliver a vibrant, clean and appealing furniture concept.

### Result:

The Bueno brand is new to the market and has delivered on style and attracts a wide and varied customer base.

- Curran Oil Totem - Kells, Ireland
- Signage : Installation : Fabrication



## Curran Oil Totem

The forecourt is completely transformed due to the installation of this new bespoke totem. The totem, proudly displaying the Curran brand, stands at 6.5 metres and is highly visible to oncoming traffic from both directions. 3:rock provided complete design, fabrication and installation services on this project.

3:rock nurtured this project from its initial conception right through to its final delivery. We covered it all from mood boards and outline sketches to developed construction drawings, steel fabrication, and installation.

### Challenge:

Quick turnaround times seem to be the norm at 3:rock, and this was no different! Install also proved a challenge with the close proximity of ESB poles and wires; however, these issues were no match for our experienced installation crew.

### Working together:

We ensured that the client was closely involved in the design process, with regular meetings to sign off on each phase. This was a simple process and ensured that the client was delighted with the end result.

### Result:

The result is a striking bespoke forecourt totem which grabs customer attention and gives prominence to the Curran brand. The shop owners have noticed increased petroleum and diesel sales since this totem has been installed.



- Haier – Harvey Norman, Tallaght, Dublin
- Signage : Lighting : Installation



## Haier

KAL are a leading distributor of home appliances for premium brands such as De Dietrich, Neff, Franke, Shark and numerous others. We were delighted with the opportunity to work with them to design, manufacture and install a premium display for Haier in Harvey Normans flagship store in Tallaght.

This was a masterpiece of construction from our Metal Fabrication department and a perfect install from our skilled teams. We designed and produced a metal, acrylic and LED-lit display that is clean, sharp and provides a superior brand presence in the store.

**Premium products need to command space in-store to elevate their status above the competition.**

### Challenge:

The domestic appliance market is both highly competitive and saturated. Any POS or display that goes into the store needs to make the product stand out from the crowd. The product on display must be shown in prominence to cut through all of the visual noise in the store.

### Working together:

3:rock's metal worker excelled in producing a beautifully crafted display to set the product apart and attract shopper attention.

### Result:

Our metal fabrication team excelled in producing a beautifully crafted and impactful display to set the product apart from its competitors. We used elements from the Haier brand and brought them to life through a custom light feature and side panels. This innovative bright display catches the shoppers eye as soon as they step into the category.

- Junction 14 – Monasterevin, Co. Kildare
- Signage : Installation : Metal Fabrication



## Junction 14

The Big Picture comes down to those tiny details, and this is where 3:rock excel most. 3:rock are team players, and bringing our clients vision to life is what we love doing; it's part of our DNA. Working with the architects for Junction 14 and seeing their vision for the store interior develop was a joy for us.

Graphic Design, Metal Fabrication and Installation teams we required to blend their skills to interpret our client's designs and achieve the excellent results you can see on site. 3:rock were responsible for producing a large roadside totem, fascia signs, wall vinyl, interior, wayfinding and category signage.



### Challenge:

Often our clients will push the boundaries of what is possible in terms of manufacture and material choice. At 3:rock, expert experimentation is what we are all about and working with architects and contractors to deliver on-site for the end client is what moves us forward. The Junction 14 project is a fine example of outside the box thinking regarding material use, application and on-site installation.

### Working together:

3:rock are trusted partners with many architects and construction professionals. This is due to our creative approach to delivering quality on time and on budget.

### Result:

Junction 14 is a groundbreaking forecourt site in Ireland and has shown the way forward for this market sector. Delivering this vision was a privilege and one of those projects that make us most proud when we see the finished result.

- JYSK – Gullicers Retail Park, Santry, Co. Dublin
- Signage : Lighting : Fabrication



## JYSK

JYSK was founded in Denmark in 1979 by Lars Larsen and today has more than 3,000 stores in 51 countries around the world. Producing all corporate signage for such a large scale brand as they expanded into Ireland was a pleasure.

Our Graphic Design and Metal Fabrication departments worked closely to produce all of the exterior and interior signage for JYSK's new stores. The entire production and installation were handled in house by our skilled teams.

From the main large exterior fascia sign right and window graphics right to down the interior posters, 3:rock produced a suite of signage and POS materials with consistency and top quality craftsmanship.

### Challenge:

JYSK have a razor-sharp expectation of precision and quality that reflects their product offer. We needed to coordinate with JYSK head office in Denmark on all aspects of the process from sign off of visuals and production drawings to manufacture, ensuring every item produced is millimetre perfect.

### Working together:

Our process involves a high degree of communication and input from each department to produce the level of precision expected by our client. Every department works in unison towards the same goal of flawless production and installation.

### Result:

The finished store has bright, highly impactful signage and interior graphics that exude quality. The quality of the signage must show our clients uncompromising attention to detail. We were proud of the results and our continued partnership with JYSK.

- Monread Fare – Naas, Co. Kildare, Ireland
- Design : Fabrication : Print : Installation



## Monread Fare

At 3:rock, we were extremely excited to work on this project from the outset. The architects' initial designs looked fantastic, and the client had a clear vision of what they required. Our brief was to implement the architects' design both externally and internally. This project crossed most of the departments within 3:rock, including our design, metal fabrication, print and install teams.

3:rock fully implemented the architects' designs throughout Monread Fair, both externally and internally. We designed and manufactured bulkheads, curved signs, lightboxes, a digital display totem and both window and wall graphics.

### Challenge:

One of the main challenges encountered on this project was the design and creation of the large wall mounted sign on the side of the building. Our client required a highly visible built-up LED illuminated sign on this façade that showcased the Monread Fare logo, however, they didn't want to detract from the multicoloured panels already in place. We designed a built-up aluminium tray that was matched to the wall panels in both colour and pattern.

### Working together:

This project was a real team effort, with most departments in 3:rock involved at some stage. Good communication was required throughout the departments as well as a strong working relationship with our client to ensure the desired results were achieved.

### Result:

The end result speaks for itself; this forecourt is one of the leading examples of what can be achieved when passion and vision meet talent creativity. 3:rock were delighted to be involved in bringing this concept to life.

- Park Rí – Kells, Co. Meath
- Signage : Lighting : Fabrication



## Park Rí

3:rock were contracted to carry out a full suite of services in Park Rí, from graphic design and overall branding to the design and manufacture of wayfinding and directional signage in the food court.

3:rock helped bring this project from concept to reality by implementing graphical elements and exterior and interior signage.



- Park Ri – Kells, Ireland
- Signage : Lighting : Fabrication



### Challenge:

Our client was clear from the outset that they wanted Park Ri to be “a destination stop fit for a king”. Each element of design and manufacture in 3:rock was put through this filter to ensure the highest standard possible. 'Park Ri' comes from Meath being associated with the main power base of the High Kings of Ireland, ri being the Irish word for king. One of our challenges was to graphically present this through the creation of a new logo and branding on totems.

### Working together:

We worked very closely with our client to ensure the essence of the design was what was required. This design journey was a collaborative approach which not only met the brief but exceeded client expectation.

### Result:

The result is a premium retail fit-out that makes Park Ri a destination stop for shoppers and commuters alike. The main exterior LED illuminated totem stands at an impressive 7 metres and cleverly gives a nod to the Celtic heritage of the area. This sets the tone for what follows: a warm and welcoming interior space with high-end bespoke signage throughout.

- Specialized Store, Browns Barn – Dublin, Ireland
- Signage : Design : Fabrication



## Specialized Store

Specialized extensively refurbished the old Brownes Barn pub to become a state of the art flagship store for the world-leading Specialized bicycle company. Working closely with the Specialized team in California, we delivered on their vision for a one of a kind stake in the ground store in Ireland.

Our Product Designers working with the Metal Fabrication and Print departments, produced exterior signage, interior textile lightboxes and large format printed graphics and retail display solutions. The entire production and installation was handled in house by our skilled teams.

### Challenge:

Specialized is a global brand at the pinnacle of cycling technology and manufacture. This must be reflected in their retail environments and customer offer. Attention to detail is critical to delivering a world-class experience in-store. What you don't see is equally as important as what you do see.

### Working together:

Coordination and communication were vital in delivering the results in store. With our client based in the US, we had the unenviable task of liaising with them while also working closely with the team on the ground in Ireland.

### Result:

The finished store is truly reflective of Specialized as a world-class precision brand. The displays and in-store experience engage the consumer and tells the story of a company that pours its heart and soul into every product it produces.

- SuperValu – Killester, Dublin
- Signage : Joinery : Fabrication



## SuperValu

Working closely with KM SuperValu Group and Musgrave Group, we delivered this innovative new look store which has since become a stake in the ground reference for countless other SuperValu stores.

Our joinery, fabrication and installation teams combined beautifully to meet all of the challenges in the construction and delivery of this project. All elements were designed and built in house to the highest standards. This included signage, store branding, counter bulkheads and display furniture.

New concepts  
require new thinking.

- SuperValu – Killester, Dublin
- Signage : Joinery : Fabrication



### Challenge:

This was a fascinating project being a brand new design for SuperValu and an opportunity for 3:rock to really showcase our innovation for problem-solving and fabrication skills. Staying true to the designers' vision was a challenge we relished, and the results speak volumes for our skilled in house craftsmen.

### Working together:

Our partnership with store owner Eddie Kane at KM SuperValu and Musgrave saw our Design and Joinery department closely deliver a finished project with widespread praise from our client and the store customers alike.

### Result:

New concepts require new thinking. We are never afraid of a challenge and pride ourselves on our partnerships with designers and clients to bring new and exciting visions to life. This completed store concept has created a new level of experience for the customer and placed both our client and the Killester store, in particular, at the forefront of the SuperValu brand.



# Premium Retail

- Drumshanbo Gin – T2 Dublin Airport
- Design : Lighting : Fabrication



## Drumshanbo Gin

The final unit stands out from the crowd and showcases Drumshanbo Gin in a bespoke setting. The materials used in this unit are second to none; engraved polished copper compliments the Opus-stained Crown Oak unit to create an overwhelming sense of luxury.

Our product designers worked collaboratively with our carpentry division to realise this high-end bespoke gin display. 3:Rock brought this project from idea to reality through a detailed design and manufacturing process.



### Challenge:

The requirement was that this unit should stand out in a competitive setting in T2 Dublin Airport. This unit also had to be designed so that it could be disassembled with ease to change out lighting fixtures, yet it appears to be one complete unit.

### Working together:

Working as a team was essential to the success of this project. Back and forth discussions between departments meant that the design went through many iterations before manufacturing.

### Result:

The end result is a contemporary and premium display unit that maximises point of purchase space for customers. The elegant oak unit is complimented by low voltage efficient LED lighting, which ensures that this display unit differentiates itself from the crowd.

- Dublin Airport – Dublin
- Signage : Lighting : Fabrication



## DAA Media Screens – Dublin Airport

Clean, simple and elegant, the media screen pillars perform precisely as envisioned. The screens appear to float and are the eye's sole focus; however, the smooth glossy surfaces of the exterior complement the environment perfectly.

Our Product Designers combined with our skilled Joinery Department and our highly trained installers to deliver a flawless solution.

The existing space was an ad hoc mix of displays scattered around the pillars of the Duty-Free shopping area. The revised design has brought a uniform understated class to the shop front.

### Challenge:

The pillar cladding housing these screens hides a level of construction complexity that only those designed, built and installed them will truly know! The key to this project was to make the surfaces blend and become seamless and uniform in appearance. Each area presented a unique set of obstacles and challenges to be overcome due to the building's construction.

### Working together:

Housing such large media screens presented on-site engineering challenges and technological demands. The Product Design, Carpentry and Installation departments combined to test their respective skill and experience to deliver this project.

### Result:

By designing a uniform cladding to house large format media screens, the store's facade has been elevated to become a modern and engaging space. It gives a formerly redundant area of the store a revenue-generating capability.

- Aer Rianta International – Dublin
- Signage : Fabrication : Installation



## Aer Rianta International Terminal 2 – Duty Free Furniture

Quality and durability were critical in delivering a world-class solution that showcases multiple brands under a seamless aesthetic. This project crossed most of the departments within 3:rock, including our design, carpentry, signage, fabrication and installation teams.

Using the highest quality materials and premium finishing techniques, the 3:rock team designed, manufactured and installed branded display solutions to an international standard.



- Aer Rianta International – Dublin
- Signage : Fabrication : Installation



### Challenge:

3:rock were tasked with creating a series of wall and floor standing display units that could withstand the high volume of people traffic, meet international production standards and be eye-catching within the Duty-Free area in Terminal 2.

### Working together:

Our design team created a solution that reflective the duty-free zone while allowing the brands to be showcased in their own right. The units were manufactured in the 3:rock workshops. As a result, our design and production team could ensure the quality requirements were met before being installed by our team of experts on site.

### Result:

3:rock are proud to deliver continuous world-class solutions for Aer Rianta International: With a premium standard required for display solution in such a high traffics area, we are pleased to have produced numerous projects for ARI at the highest standard.

- Memo Paris – Dublin Airport
- Signage : Lighting : Fabrication



## Memo Paris

Delivering a top-class handcrafted fragrance display for a top global brand to one of the largest airports in Europe. Our Product Designers worked with Memo's head office and architects in Switzerland to ensure no detail was left to chance when producing this display. This demanded a high level of skill from our Metal Fabrication and Joinery departments. The installation of this type of display required the deftest of touches and was carried off flawlessly by our skilled team.

As with many global brands in airports, local suppliers are commissioned to design and produce retail materials. This requires a significant level of trust to ensure that the standards expected are maintained. At 3:rock, we exceeded these expectations and delivered on time and budget.

### Challenge:

The combination of materials speaks for itself. Brass, alabaster, glass, leather, laminates and timber are beautifully crafted in this spectacular display.

### Working together:

Our skilled craftspeople understand the pride required by our clients to deliver superior quality in such a competitive area as fragrance in airports, and they certainly delivered on this occasion.

### Result:

Memo 'own' this space within the fragrance category of Dublin airport. Without a doubt, this display never fails to excite and delight the consumer.

- NHO – William Street South, Dublin
- Signage : Design : Fabrication



NHO

NHO – New Hair Order is a contemporary new boutique salon concept in the heart of Dublin city. Our client Mark Byrne was a pleasure to work with as we helped him realise his lifelong dream of opening a salon that would ‘Create, cultivate and educate’ and allow his team to create and express themselves.

With high-end brass and marble finishes throughout the environment, our Metal Fabrication and Joinery departments crafted each element focussing on high-end finishes that would withstand the closest scrutiny.

With premium retail fit-outs, it's the little details that matter. Working closely with the design team in Tap Creations, we brought the NHO brand to life with exterior illuminated signage, brass signage, marble and brass feature walls.



- NHO – William Street South, Dublin
- Signage : Design : Fabrication



### Challenge:

The NHO brand exudes quality and luxury at every glance of the eye and every touchpoint. This brand and environment had to deliver on Mark's vision of NHO as a market leader in the salon experience. Our level of quality was a perfect match for our clients' attention to detail and as a trusted partner.

### Working together:

Being part of Mark's journey in realising his dream was what we love to do at 3:rock. The store has been exceptionally well received by clients and staff alike and is a game-changer in the market of luxury boutique salons.

### Result:

NHO is a high-end luxury brand that requires care and attention to detail. Expert fabrication and installation are prerequisites when such high standards are needed to deliver a top-class fit-out. 3:rock were not found wanting in this regard, and we were grateful to work with such a quality client and on a quality brand.



# Hospitality

- Bidvest Noonan Head Office – Swords, Dublin
- Design : Joinery : Installation



# Bidvest Noonan Head Office

Bidvest Noonan's staff were at the centre of this project. The transformation of a neglected staff area and the restoration of pride were great rewards for both Noonan Bidvest and 3:rock.

Design was a key to this project to deliver a first-class interior on time and on budget. All of the furniture was produced and installed in house by our Joinery Department. 3:rock were required to transform the function, interior and rebrand the existing on-site canteen facilities.

**Challenge:**

Over time the canteen and on-site dining area had become tired and unappealing. The building now only required a limited on-site kitchen area as this offer was reduced as staff mainly brought their own food to eat. The function of the space had changed, becoming another area to meet, work and socialise, as well as purely to eat.

**Working together:**

The Product Design and Joinery department worked closely to deliver an interior concept from the floor to furniture, wall finishes, and a destination coffee and snacking zone.

**Result:**

The feedback for the client and staff has been highly positive. Being located in an area that does not have many out of office dining opportunities, the new canteen and snacking facilities have created an environment the staff are happy and comfortable to spend time in.

- DAA Media Screens – Dublin Airport
- Design : Installation



# Dublin Airport Covid Screens

The global pandemic shocked the world and required high levels of innovation to safeguard people in every area we interacted. We were proud to work with DAA and Aer Rianta International to complete the Covid-19 safety screen project in Dublin airport. This was by far our largest, most challenging, but most rewarding project during the Covid-19 pandemic period.

Our installers collectively walked over 3500km to install 90 different screen designs in over 800 locations—all expertly produced and fitted to the highest safety standards required in an airport setting.

**Challenge:**

Producing over 800 screens with logistic challenges and materials shortages during a pandemic was a herculean effort but one where teamwork was vital and ensured the project was delivered on time and on budget.

**Working together:**

DAA and ARI are fantastic clients to work with, and they trusted our ability to deliver against the odds. We were particularly proud to play our part in keeping our largest airport safe and functioning during one of the most challenging periods in our history.

**Result:**

The safety standards and sheer volumes of people in airports require every item to be produced to be indestructible. The screens and equipment installed in the airport were intended for six months and are still in operation over one year later.

- Irish Rugby – Vodafone Stadium
- Signage : Joinery : Fabrication



# Irish Rugby

Our work on this project was highly visible to the general public and having our work broadcast to such a large audience across national and international media fills us with pride.

3:rock carried out a wide range of services on this project, including the dressing room fit-out, branding of the players' tunnel, interior wall vinyl's, the construction of a wooden stage and large branded mesh banners behind the goalmouth.

3:rock provided the full suite of branding elements to support Vodafone's #TEAMOFUS campaign.

**Challenge:**

This project had quick turnaround times and ran across many different departments within 3:rock. Collaboration between the departments was essential to the success of the project.

**Working together:**

On this project, we worked very closely with our client Vodafone to ensure that each element of the project was carried out to specification.

**Result:**

The result was a comprehensive suite of branding elements which helped to further strengthen Vodafone's ties with the Irish Rugby team. The award-winning #TEAMOFUS marketing campaign was a massive success in building support for the national men's team. The branding elements created by 3:rock allowed our client to reach large audiences on matchdays.

- Michael Doyle Funeral Directors – Ballygall, Dublin
- Signage : Fabrication : Installation



# Michael Doyle Funeral Directors

3:Rock offered the complete package on this project, from initial concept drawings to fabrication and installation of the final fascia sign. All works were completed in house.

Our graphic design department worked closely with the client and our metal fabrication department to realise this large scale signage project. Once fabricated, our skilled installation team took over to fit the entire sign.

3:rock increased brand visibility for Michael Doyle Funeral Directors by designing, manufacturing and installing a 27 metre long new fascia sign to replace the existing 8 metre sign. The new fascia sign modernises the building with its' bold and proud illuminated backlit text, whilst remaining in keeping with its surroundings.



**Challenge:**

This was a rather large sign to install – even by 3:rock’s standards! The project manager and installation team adopted a highly flexible approach to suit our clients’ schedule, ensuring minimal disruption on site.

**Working together:**

This project was made possible due to the excellent levels of communication across the board, specifically between our own departments.

**Result:**

The whole project ran very smoothly from start to finish, and the client was delighted with the end result. The final piece is eye-catching yet simplistic and empathetic to its surroundings.

- Sporting Emporium – Dublin
- Signage : Lighting : Installation



## Sporting Emporium

The Sporting Emporium is the largest, most luxurious Casino in Ireland. It is situated just off Grafton Street in Dublin city centre. 3:rock were delighted to be given the opportunity to create a bespoke illuminated sign for the front of this prominent building.

Using a combination of built-up acrylic letters, internally illuminated using LED modules, and colour changing LED's in the outside frame, 3:rock designed a very eye-catching building frontage that allows our client to change the colour of the outer frame to suit seasonal events.

Slightly hidden from the passing crowds on Anne's Lane, The Sporting Emporium entrusted 3:rock to transform the front of the building, making it much more visible to the passing public.

### Challenge:

The installation of this 8 metre-high sign was a specialist task. Our dedicated installation crew worked out of hours to ensure this sign was installed with minimal disruption in the Dublin city centre.

### Working together:

We maintained a strong working relationship with our client throughout this project. This ensured a seamless process and resulted in much improved visibility for the branded building.

### Result:

The result is a visually striking illuminated sign which gives huge prominence to the casino in this location. Since installing this sign, the casino has gained more recognition and attracted a broader customer base.

- Westbury Hotel – Balfe St., Dublin
- Signage : Lighting : Fabrication



# Westbury Hotel

The entrance to The Westbury on Clarendon Street had become dated and required extensive enhancement befitting of a five-star hotel in Dublin city.

All elements of the project were crafted in house by our joinery and metal fabrication departments. Using our in house install teams ensured the project had continuity and the attention to detail required.

3:rock rebuilt the entire rear entrance canopy, which included an impressive brass illuminated ceiling feature. All elements were handcrafted by our expert in house teams.

**Challenge:**

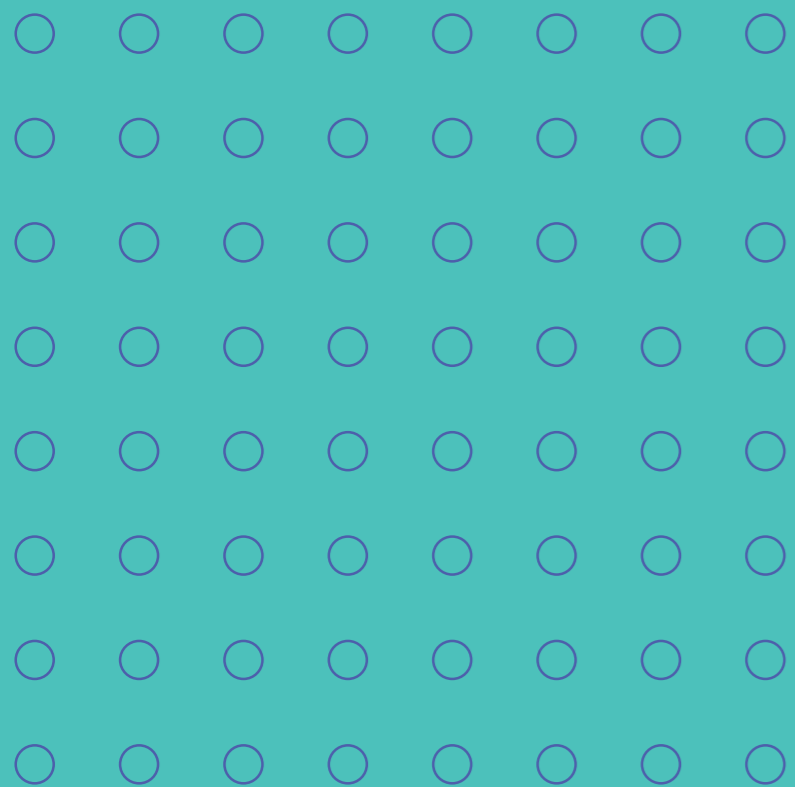
The 5-star Westbury hotel is located in the centre of Dublin and surrounds its guests in luxury and style. The rear entrance had become dated and lacklustre. The rear canopy needed to be refurbished with a contemporary attractive design to elevate the facade and underside of the canopy. The existing structure needed to be removed back to the metal supports and a new facade and custom-built ceiling installed.

**Working together:**

Teamwork was key to the success of this project. Combining skill and craftsmanship from design, high-level brass work from our fabrication department, superior joinery and first-class installation from our skilled teams.

**Result:**

The result is a stunning upgrade to the previous entrance. The attractive brass lighting feature sets off the understated clean black lines of the timber structure, while the new Westbury illuminated signage brings the final touch of class to the front fascia.



# Health

- Centric Health – Nationwide
- Design : Lighting : Joinery



# Centric Health

We worked closely with our client Centric Health to provide glass screens in their clinics nationwide at pace during the pandemic.

Our skilled joiners were vital to this project's success and produced top class solutions for a wide variety of circumstances on site. This involved a team effort from Product Design, Joinery and our Installers.

Audits were carried out on each site to ascertain what solution best suited each area. Once the concept was drafted, templates were taken on-site of each piece of furniture to produce the glass and carpentry elements to ensure they fit perfectly.

**Challenge:**

No two sites are the same and we needed to assess each individual piece of furniture to determine the best possible result. It was paramount that the screens looked as if they had always been intended and seamlessly integrated into the existing structures.

**Working together:**

Our expert joiners created a brand new curved countertop with embedded glass panels to produce this seamless practical, and safe solution. We also produced some clear desk dividers and used beautiful chrome fittings.

Our in house teams combined to produce customized solutions for each individual site. This required a great deal of expertise and execution to achieve the highest standards.

**Result:**

Due to the Coronavirus pandemic, many doctors surgeries required protection for their staff and patients. Centric Health had the foresight to have permanent glass screens installed instead of plastic as a future proof safety feature. This was part of their strategy to deliver the best possible attention and care to their staff and patients.

- McCabes Pharmacy – Nationwide
- Signage : Lighting : Metal Fabrication



## McCabes Pharmacy

McCabes Pharmacy was established over 35 years ago and are one of Ireland's best-known Pharmacy groups. Being a trusted partner with a top brand in the pharma sector is a great privilege here in 3:rock.

Our Graphic Design, Metal Fabrication and Installation teams combined with care and consistency to oversee a rollout of numerous stores nationwide.

Producing fascia signs and interior signage 3:rock are delighted to be a trusted partner with McCabes to deliver their brand consistently across their sites.



**Challenge:**

The exterior of a pharmacy is the first touchpoint a potential customer experience of a brand and can often determine if they will enter the store or not. As such, the McCabes brand needs to exude care, attention to detail and a clinical appearance. At 3:rock, we are fully aware that the quality of the signage needs to be top class.

**Working together:**

Learning our clients brand language is something our graphic team are highly adept at through years of experience. Together with our Metal Fabrication team, they take pride in everything they do to deliver the best result for our client.

**Result:**

McCabes genuinely care for their customers in the same way we care for our clients. Everything about a pharmacy needs to be clean, clinical and crisp; this includes their signage. We are delighted that McCabes have trusted 3:rock with their brand to produce their exterior signage and fascias to the highest standards, enhancing their stores' appearance.



# Construction

- Bluegate Car Store – Co. Dublin
- Signage : Lighting : Metal Fabrication



## Bluegate Car Store

Bluegate are part of the Frank Keane Motor Group, a long established name in the motor industry in Ireland. We teamed up with them to design and produce their exterior brand presence and promote them to front and centre in this category.

Our Metal Fabrication department and installation teams combined their considerable technical know-how and have produced a top class result for our client.

Two high-level illuminated fascia signs complement a stunning doorway arch that creates a halo of light for the Bluegate clients to walk through on entering the showroom.



### Challenge:

This project was more complex than it might appear. Our fabrication department needed to overcome several technical challenges to achieve the desired result. The entrance arch feature in particular, was a challenge to illuminate the interior surfaces while minimising the number of joints in the surfaces.

### Working together:

Working with Bluegate and their building contractor, we designed, built and installed a top-quality, high-level exterior sign that during the daytime exudes quality and at night works hard to keep the brand highly visible to passing traffic.

### Result:

Car sales is a highly competitive industry where the customer demands reliability and excellence. Perception is everything, and the car showroom branding needs to reflect this. We needed to produce a highly impactful exterior high-level sign and entrance feature that elevates Bluegate above their opposition. Once again our Fabrication Department excelled.

- FBD – Bluebell, Dublin
- Signage : Lighting : Installation



## FBD

FBD is the largest insurance company and one of the most recognised brands in Ireland. We had the pleasure of working with them on their head office signage and branding.

Our Metal Fabrication department and installation teams combined to produce a suite of signage and exterior branding that is expertly made to the clients' requirements and highly effective during both day and night.

This project provided several technical challenges for our fabrication team. Our client wanted clean contoured signs with no visible trims or joins in the panels. Our highly skilled install team were integral to ensuring that each component matched perfectly on-site to achieve the desired result.

### Challenge:

On-site circumstances and structures frequently offer up many challenges to be overcome. At FBD's offices, we were required to use all of our technical prowess to design and build an exterior sign that curved around an existing concrete totem. We included a halo lighting effect to complement the illuminated letters. While aesthetically pleasing during the daytime, the result is spectacular at night for passing motorists.

### Working together:

FBD were an excellent client to work with. They were clear from the outset that this project could push past what had traditionally gone before to showcase a fresh new look to their offices.

### Result:

The combination of high quality well-illuminated exterior signage with high-level branding showcases FBD as a modern progressive company that wants to tell its story and what organisations they are proud to be associated with. They have been innovative in using their building as a canvas to engage their customers, many of who are motorists that pass the building every day.

- Winthrop Totem & Exterior Signage – Co. Dublin
- Signage : Lighting : Fabrication



## Winthrop

The main highlight was the overall transformation brought about by 3:rock, from the old and outdated signage to newly designed and built exterior signage and LED illuminated totem.

Our product development department was heavily involved throughout this project, from initial designs to final production drawings. Our metal fabrication team constructed the exterior signage and LED illuminated 6-metre totem entirely in-house. Once built, our expert installation team carried out the installation flawlessly.

3:rock provided a comprehensive design and manufacture package to transform our clients' entrance and building exterior.

### Challenge:

The challenge here was to increase brand visibility on site. The current signage and totem were old and outdated. Our client wanted a fresh and bold look that would attract customer attention.

### Working together:

Internal collaboration between the design and fabrication departments was key to the success of this project. Along with that, a strong working relationship was formed with the client to ensure that the final deliverables were precisely what they required.

### Result:

The end result speaks for itself; bold and striking exterior signage with an impressive LED illuminated 6-metre totem to ensure that this brand will stand out from the crowd.



# Exhibition

- Coca Cola Pop-up shop – Dublin
- Signage : Lighting : Fabrication



## Coca Cola Pop-up

Few organisations do Christmas as well as Coca Cola and we at 3:rock were entrusted to enhance this festive connection in the form of a four-day pop-up shop in the lead up to Christmas.

3:rock provided full manufacturing services on this project. From print to carpentry and metal fabrication to reboard, along with out of hours install, this project passed through numerous departments across the company.

Through a thorough understanding of the brief and a high level of execution, 3:rock delivered an unforgettable Coca Cola brand experience.



### Challenge:

The challenge here was to create a lasting connection with those who visited the pop-up shop. We achieved that through captivating visuals throughout the store and creating a Coca Cola Instagram wrapping station and a DIY Christmas GIF booth.

### Working together:

3:rock were delighted to work closely with Verve on this brand activation exercise. This collaboration required quick turnaround times and good communication with our client to ensure smooth delivery of the final fit-out.

### Result:

For four days in the lead up to Christmas, the Coca Cola pop up shop hosted thousands of Christmas shoppers on South William Street. The pop-up theme was #wrappedwithlove and generated a large amount of social media interest through a high-profile celebrity launch, press release, and social media campaign. The store fit-out was the backdrop to this success and provided Coca Cola with a platform to further strengthen their festive connection.

- Ernst & Young Expo Stand – RDS Simonscourt, Dublin
- Signage : Lighting : Fabrication



## Ernst & Young

We teamed up with one of Ireland's leading marketing communications companies Core to create another beautifully impactful exhibition stand for Ernst & Young for the Grad Ireland Expo in the RDS.

Using state of the art technology, our Print and Joinery departments combined to push our problem-solving capabilities and adjust our machinery to print on an unusual combination of materials.

For this exhibition build, we produced a diagonal configuration to maximise the available footprint. The furniture has multiple uses, such as a monitor wall and storage for the EY representatives working on the stand.



### Challenge:

Exhibition builds require innovative thinking to stay fresh. The key is to disguise all of the construction details to keep the finished result seamless and crisp. In addition, we took a lot of time and care in working out how to print the images onto the OSB board in order to allow the material texture to punch through but keep the vibrancy of the artwork.

### Working together:

This exhibition is aimed at young college graduates who are fresh thinking and enthusiastic. The stand design needs to be appealing and impactful. Also, the choice of materials being fully recyclable is a conscious decision by the client that resonates with their young audience.

### Result:

Charles Mingus once said, "Making the complicated simple, awesomely simple, that's creativity". This exhibition is simple and understated yet provides a lot of visual impact and stimulus and reflects the progressive and thought-leading EY brand. The raw material's texture is visible through the printed images creates a layered effect that is unexpected yet interesting and beautiful to look at.

- PwC – RDS Simonscourt, Dublin.
- Design : Joinery : Fabrication



PwC

We partnered with one of Ireland's leading marketing communications companies, Core, to create a modern cutting edge exhibition stand for PricewaterhouseCoopers for the Grad Ireland Expo in the RDS.

Our skilled Joinery department had some very complex angled surfaces to fabricate to achieve the contoured chiselled effects for the main monolithic structures.

We decided to step away from the traditional "box" exhibition designs, creating a colourful and impactful archway that invited visitors to walk through the PwC Space before entering the rest of the exhibition.



- PwC – RDS Simonscourt, Dublin.
- Design : Joinery : Fabrication



### Challenge:

This expo stand was created using specialised dye sub extrusions, allowing us to create light cubes of any size. Usually confined for use in rectangular wall mounted lightboxes, we used an experimental technique that allowed us to build the display towers so the light emitted from all sides.

### Working together:

Our job is to make our clients look good. As PwC is such a high profile client, it was paramount that Core delivered an innovative and engage solutions that captured their target audience. We worked closely with the PwC team to understand who that target audience was to maximise the impact of the exhibition stand.

### Result:

Beautiful in its simplicity, this well-illuminated stand catches the eye, which is vital to attract attendees to engage with our client. With the stand located in front of the pavilions' main entrance, it needed to have a visual appeal that stood out from the rest of the exhibition and set PwC apart.

# From humble beginnings...

3:rock was started in 1993 by John O'Reilly in a hay barn on Kellystown road, Dublin, with three rock mountain in the background.

John's father, Peter, a traditional signwriter himself, provided the workshop space to start. Shortly after the birth of 3:rock, John's Brothers, Ken and Brendan, joined the business.

By delivering results for customers and investing in people and cutting-edge manufacturing techniques, 3:rock now employs over 50 people in a 60,000 sq/ft premises in Clondalkin, Dublin 22. The values of being courageous, hard-working, reliable and creative still stand today as the 3:rock team collaborate on new and exciting projects.

We are project managers, craftspeople, designers, and engineers, and we pride ourselves in our clients' trust to deliver quality results on time, hassle-free.

Since 1993, teamwork had always been at the heart of everything we do. Our team comes from various industry backgrounds, creating a rich tapestry of talent to deliver the best for our clients.

Our passion and hard work is backed up with experience and skill, and the real magic happens when we work together to create something new.





[www.3rock.ie](http://www.3rock.ie)



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it happen**

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