



# 3M Revamps Thomond Park Guinness Dugout Bar

## 3M™ DI-NOC™ Architectural Finishes Bring New Life to the Heart of Thomond Park Stadium

**The innovatively crafted, decorative, DI-NOC Architectural Finishes have been used to refurbish the bar counter in the new Guinness Dugout Bar at Thomond Park Stadium in Ireland. DI-NOC architectural finishes from 3M were chosen and installed by one of Ireland's largest signage, print and events companies, MSi Signs, as a cost-effective solution for transforming an ordinary bar counter into an extraordinary, aesthetically pleasing design aspect.**

Thomond Park, in Limerick, is the home ground of Munster Rugby, one of the most successful rugby clubs in the world. The venue has a unique history and atmosphere, and is renowned for its award-winning design and architecture, including a host of state-of-the-art hospitality and conference facilities. All the facilities are designed to high standards and the refurbishment of the new Guinness Dugout Bar needed to be in keeping with the iconic status of the venue.

The stadium's pourage partner Diageo was closely involved in the design and redevelopment of the bar. DI-NOC film PS-504 and LE-702 Cream Leather were selected to do justice to the dark, rich colours of the Guinness logo. The films were applied to the bar counter top and front by two trained MSi applicators over three days, with no sanding down required.





3M™ DI-NOC™ Architectural Finishes' flexibility to conform to flat and curved surfaces enabled a fast and easy installation with minimal error and waste, bringing life to an existing asset with an entirely new sophisticated design. The intricate Guinness logo in the centre of each bar panel was designed and applied separately by MSi.

Nick Quirk, Managing Director, MSi Signs, commented:

"The cover material for the Guinness Dugout Bar had to have a high quality look and feel, while fulfilling a practical purpose. It needed to be durable for use on a bar, be available in Guinness black and cream colours and enable a quick turnaround for the client. From our point of view, it was an ideal application for DI-NOC Architectural Finishes – a product that is becoming widely embraced by fit out teams and architects."

MSi has a long standing relationship with 3M and was Ireland's first 3M Authorised Signage Manufacturer. The company uses 3M as its brand of choice and has embarked on a training programme to upskill both applicators and the sales team to best promote the variety of specialist films available.

DI-NOC films feature 3M™ Comply™ Adhesive for easier fitting and a professional finish. DI-NOC is available in more than 700 patterns and finishing, resembling natural materials and other types of surfaces to deliver a required look, including various woods, metal, marble, concrete, leather, carbon fibre and stucco.

Designed for indoor and outdoor use, DI-NOC films have stain resistant properties and conform to fire safety regulations (Class A flammability rating and Class B on some designs). DI-NOC films have a 12 year internal and 5 year external warranty (DI-NOC for exteriors has a 10 year warranty) and can be removed easily when future changes or upgrades are required. Ideal applications include service counters, furniture, doors, partitions, columns, elevators, ceilings and walls.



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