

3M Science.
Applied to Life.™

Celebrating 1,000 Atlante stations across Southern Europe.

3M™ Scotchcal™ 8855 graphic film and
3M™ Scotchcal™ 8038G overlamine

Atlante - GR Group
EV charging station, Via Giovanni Gentile
Milan (Italy)



Background

Atlante is a leading fast and ultra-fast charging network, with the mission to accelerate the transition to zero-emission mobility.

Beyond growing their network, Atlante aims to make every station instantly recognizable, visually consistent and aligned with long-term sustainability and brand values.

As the network rapidly expanded across Italy and key European markets, 1,000 operational charging stations marked a key milestone for their corporate and strategic achievement.

To celebrate this achievement, Atlante selected the fast and ultra-fast Via Giovanni Gentile site as the location for a high-profile event and engaged GR Group to design and deliver the installation.

Founded in 1980 in Legnano (MI), GR Group provides visual communication and physical branding solutions, combining design, aesthetics, and creativity. Its fully integrated in-house process includes design and engineering, cutting-edge digital printing, cutting, tailoring and light carpentry. GR Group also manages permits, advertising and certifications, ensuring seamless project execution from concept development to final installation.

Situation

The Via Giovanni Gentile site was chosen to mark Atlante's 1,000th charging station in Italy, requiring a solution that combined operational reliability with a premium event environment. Atlante needed a visual upgrade that delivered high impact for the milestone celebration while keeping the charging infrastructure fully functional. The design also had to reinforce brand consistency across materials and finishes, and be scalable and repeatable for future sites.

Successful electric mobility depends on high-quality infrastructure, where operational reliability, consistent branding and rapid execution are essential for building trust and driving change. For this project, the challenge was integrating scenic and experiential elements into a live charging station without altering structures, interrupting operations or creating long-term maintenance issues.

3M Solution

Atlante chose GR Group for their ability to deliver fast, expert knowledge under tight deadlines. Providing proactive support from the outset, GR Group took a hands-on, collaborative approach, blending architectural know-how with customized surface solutions.

The project kicked off with a detailed site visit to understand the layout, existing infrastructure and how visitors move through the space. From there, GR Group helped shape a solution that improved the look and feel of the site without getting in the way of day-to-day operations.

GR Group proposed a non-invasive, film-based restoration and customization solution using the high-performance 3M™ Scotchcal™ 8855 graphic film and 3M™ Scotchcal™ 8038G overlaminates for protection films. With certified durability, superior quality and extensive design flexibility, these 3M products allowed surfaces to be fully branded without any structural intervention. Successfully turning functional infrastructure into bold, mirror-effect features that captivated visitors.

To enhance the institutional event and create a more engaging visitor experience, GR Group used 3M™ Scotchcal™ 8855 and 3M™ Scotchcal™ 8038G to craft scenic elements, including branded backdrops and custom photo booths.

By focusing on surface customization rather than structural changes, the team minimized material waste, accelerated installation and kept the station fully operational. All while delivering a flexible solution that could be replicated across other sites.

Results

The installation transformed the Gentile site into a visually striking, event-ready environment while keeping the charging station fully operational. From the columns to the backdrops, all elements combined to create a cohesive, on-brand experience for visitors and stakeholders. GR Group's expertise enabled them to respond effectively to urgent needs and the tight timeframe. By focusing on surface customization instead of structural changes, the team kept installation fast.

GR Group has partnered with 3M for years, relying on their industry-leading products for unmatched reliability and performance. Whether used for restyling, protection or complete customization, 3M materials provide dependable performance and consistent quality. Making them perfect for strengthening and preserving Atlante's brand presence.

The milestone celebration was a resounding success. Visitors were captivated by the striking visuals and immersive experience, while Atlante maintained operational efficiency and reinforced its brand presence. The combination of speed and the application of premium 3M films made GR Group the ideal partner for such a milestone project.



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"The transition to electric vehicles also depends on the quality of infrastructure: operational reliability, brand consistency and rapid execution capabilities are key elements in building trust and accelerating change"

Gabriele Tuccillo
CEO Atlante Italia