

**3M** Science.  
Applied to Life.™

# Innovative transformation with lasting brand impact.

3M™ Scotchcal™ IJ40 graphic film and  
3M™ Scotchcal™ 8040 overlamine

Atlante - GR Group  
SogeMi, Foody  
Milan, Italy



## Background

Atlante is a leading fast and ultra-fast charging network, with the mission to accelerate the transition to zero-emission mobility. With over 1,000 stations online across Italy, France, Spain and Portugal, Atlante aims to make charging simple, reliable, and visually impactful. Alongside creating a strong and recognizable brand presence.

Ahead of a major institutional event - the inauguration of a high-profile new station at SogeMi - several canopy elements, including columns, power units and chargers had been damaged.

Atlante needed a solution that could quickly restore visual impact, maintain brand consistency and provide a polished experience for visitors - all within a tight three-day timeframe. The objective was clear: deliver a clean, professional and brand-consistent appearance in record time. Atlante partnered with GR Group to ensure a fast and seamless rollout, relying on its integrated production and experience with time-sensitive projects.

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

As Atlante's charging network rapidly expanded, the company identified the need to make its infrastructure instantly recognizable and visually consistent across all locations.

With the launch of the new charging station at the SogeMi site approaching, Atlante faced a critical challenge. Several highly visible elements of the infrastructure - including canopies, columns, power units and chargers had been damaged shortly before the event.

The timeframe was extremely tight, with just three days to restore the site to a standard worthy of the opening. This resulted in traditional repair methods no longer being an option. With structural interventions requiring longer lead times, operational downtime and significantly higher costs.

Atlante needed a quicker solution that could:

- Restore a clean, professional appearance in a short timeframe
- Communicate reliability and quality in a high-visibility environment
- Minimize disruption to operations

## 3M Solution

Atlante chose GR Group for their ability to deliver fast, expert knowledge under tight deadlines. Providing proactive support from the outset, including immediate on-site assistance during the earliest operational stages.

GR Group has worked 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.

GR Group proposed a non-invasive, film-based restoration and customization solution using the high-performance 3M™ Scotchcal™ IJ40 graphic film and 3M™ Scotchcal™ 8040M overlamine for protection. With certified durability, superior quality and extensive design flexibility, these 3M products allowed damaged surfaces to be fully restored and branded without any structural intervention.

For the SogeMi project, GR Group:

- Applied printed and protective films to damaged columns, chargers and power units
- Developed a cohesive graphic design aligned with Atlante's brand identity
- Executed installation rapidly and efficiently, without disassembly or disruption

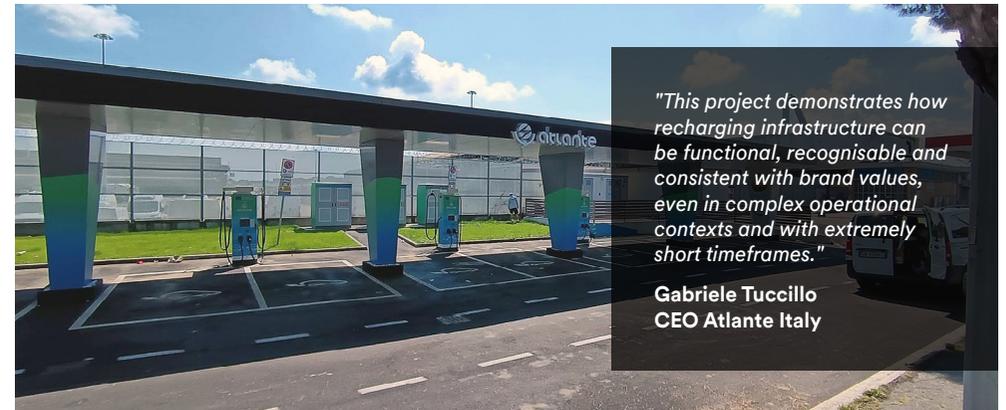
This approach ensured speed, sustainability and visual consistency. While remaining cost-effective and easy to maintain for future updates or rebranding.

## Results

The intervention delivered immediate impact with the project completed within the tight three-day deadline. The station now showcased a polished and professional appearance that reinforced Atlante's brand identity and perfectly aligned with event requirements. Offering visitors a clean, cohesive and welcoming environment.

By using 3M's non-invasive films and GR Group's expertise, the project minimized waste, reduced restoration costs and provided a sustainable and cost-effective solution. This approach enabled Atlante to rapidly restore a high-profile station while ensuring seamless operations and visual consistency across key infrastructure elements.

This project demonstrates how recharging infrastructure can be functional, recognisable and consistent with brand values even in complex operational contexts and under a extremely tight timeframe.



*"This project demonstrates how recharging infrastructure can be functional, recognisable and consistent with brand values, even in complex operational contexts and with extremely short timeframes."*

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