

PEARLESCENCE & CMI TAKE MOBILE LUXURY TO NEW HEIGHTS

Project: Mercedes-Benz Sprinter
 Product: Pearlescence 2428 Bisque, Pearlescence 2432 Silk Road
 Location: Grove City, OH
 Phone: 866.204.8264
 Website: www.creativemobileinteriors.com

SITUATION

Creative Mobile Interiors (CMI) specializes in custom conversions for coaches, trailers, Sprinter vans, buses, and mini-coaches. From building lavish motor homes to radical tailgate vehicles, CMI has made a name for itself with its ability to build long lasting custom vehicles for its customers.

So when it came to designing an adventurous couple's dream camper—a Mercedes-Benz Sprinter that came to them as empty inside as a FedEx truck without packages—the design team at CMI set on a mission to not only achieve, but surpass the couple's expectations.

“We’ve always prided ourselves on using better materials and careful construction so we can be the best out there in terms of design, craftsmanship, and customization.”

— Aaron Lane, Designer/Marketing Coordinator, CMI

OBJECTIVE

Because these mobile builds are significantly smaller than larger commercial spaces, the surfaces are bumped into more frequently. As a result, they have to withstand a higher level of wear resistance. And while durability was crucial to the couple, they were also looking to create a space that felt luxurious.

“When a client is looking for something high-end or classy, we lead them straight to the Lamin-Art samples in our Material Design Center,” says Lane. “For higher-end projects, Lamin-Art is our holy grail.”



That's because the CMI team considers Lamin-Art surfaces as an upgrade.

“There are a lot of other laminate options out there, but there’s something inherently unique about Lamin-Art.”

— Aaron Lane, Designer/Marketing Coordinator, CMI

After listening to preferences and providing recommendations on product selection, the CMI team landed on two Pearlescence designs to turn the couple's dream into a reality.



DESIGN

As the only collection of solid colors featuring pearlized inks, Pearlescence was the perfect fit for the build. With the appeal of a gloss finish, both the CMI team and the couple selected two colors: Pearlescence 2428 Bisque and Pearlescence 2432 Silk Road.

“Even with solid colors, with Lamin-Art surfaces, you never get a flat image. There’s more movement, more depth, more dimension, and more thought behind the patterns.”

— Aaron Lane, Designer/Marketing Coordinator, CMI

Of the 45 color options available, 2428 Bisque and 2432 Silk Road lend themselves well to contemporary and timeless trends, and help achieve the high-end feel the couple desired.

RESULT

Since CMI’s builds are all custom, they’re inherently unique. Because of that, customers don’t want a standard laminate or design.

“Our goal is that each vehicle we build will blow the customer away,” Lane says. “Lamin-Art plays a big part in that because it’s always a wow factor.”

— Aaron Lane, Designer/Marketing Coordinator, CMI

After eight weeks of continuous collaboration and build time, the couple’s dream camper became a reality. To CMI’s delight their reaction was overwhelmingly positive! In this case, the wow factor was felt in the pearlescent nature of the surfaces selected.

“As much as we love our customers, our goal is to build them a vehicle and then not see them again until they want another one. We’re able to do that with the materials we use and craftsmanship we provide.”



Pearlescence 2428 Bisque



Pearlescence 2432 Silk Road

CREATIVE MOBILE INTERIORS OVERVIEW

President:	Josh Gifford
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